

## CAREER MARKETING PLAN

**Marketing Internship** at a medium-sized West Coast Pharmaceutical company where I can contribute and gain exposure to full cycle market analysis and strategy

**Entry Level** position at a fortune 500 High Tech Firm as part of highly visible project team(s) engaged in state-of-the-art R&D initiatives for new consumer products

**Preferred Work Functions:**

- R&D
- Accounting
- Sales
- Marketing
- Finance

**Representative Job Titles:**

- Account Representative
- Marketing Analyst
- Financial Analyst/Budget Specialist
- Management Trainee
- Supply Chain Specialist

**VALUE-ADDED STATEMENT:** I am a senior undergraduate Business student with double majors in Management and Computer Science. As a student, I have always accepted the most challenging and complex assignments and have been a strong member of class project teams. I have held a number of internships during my undergraduate studies which have required computer savvy and ability to work well with others. One of my primary strengths is my ability to quickly adapt to new situations and to identify resources necessary to complete projects by deadline and within budget.

**HOW I'M DIFFERENT:**

People Competencies	Business Competencies
<ul style="list-style-type: none"> <li>• Strong Customer Service Skills</li> <li>• Help Desk Experience</li> <li>• Sorority/Fraternity Membership</li> <li>• Scout Troop Activities</li> <li>• Resident Assistant Experience</li> <li>• Student Body Leadership Roles</li> <li>• Inter-mural Soccer Team</li> </ul>	<ul style="list-style-type: none"> <li>• Treasurer of Volunteer Organization</li> <li>• Lead Fundraiser</li> <li>• Developed Business Marketing Plan for Class Project</li> <li>• Analyzed Customer Accounts</li> <li>• Assisted Tech Specialist in Student Computer Lab</li> <li>• Helped with Family-owned Business</li> </ul>

|

**TARGET GEOGRAPHIC MARKETS:** North Carolina • Northern or Southern California • Seattle, Washington

**TYPES OF INDUSTRIES:** High Technology • Business Services • Consumer Products

**SIZE OF ORGANIZATION:** Mid-size to large

**ORGANIZATIONAL CULTURE:** High Integrity • Customer Focused • Creative • People Oriented • Listens to Input and Feedback • Cultivates High Potential Employees

**TARGET COMPANIES:**

A	B	C
Allergan	Quiksilver	Bank of America
Broadcom	Broadcom	Dell

SAMPLE