**IMA KNIGHT**

Orlando, FL • Mobile: (555)555-5555

knightro.1.knight@knights.ucf.edu • www.linkedin.com/in/imaknightucf/

**EXECUTIVE SUMMARY**

Current marketing major at the University of Central Florida with 2 years of customer service experience who is skilled in building relationships with clients to ensure repeat business. Proven ability to increase sales through the simplification of business processes and always looking for ways to solve difficult problems with creative solutions.

**EDUCATION**

**University of Central Florida**, Orlando, FL **May 20xx**

Bachelor of Science in Business Administration, Marketing

Cumulative GPA: 3.4

**RELEVANT COURSEWORK**

* Business Finance
* Computer Fundamentals for Business
* Management of Organizations
* Marketing
* Principles of Financial Accounting
* Principles of Managerial Accounting

**PROFESSIONAL EXPERIENCE**

**Publix** – Orlando, FL **June 20xx – Present**

Cashier

* Manage check out process by efficiently and effectively ringing up items satisfying approximately 600 rings and 30 customers per hour
* Contribute to 10% reduction in returns and receipt discrepancies through increased mindfulness of weekly circular promotions
* Maintain customer satisfaction by going the extra mile to track items that were not found by customer, reporting to management, and in turn minimizing rain checks and increasing popular inventory
* Assist management with additional projects predominately with sign creation of promotional material including proper citation of content, printing, and posting
* Suggested and assisted with implementation of new checkout system that focuses on utilizing more “Ten Items or Less” lanes during peak hours, reducing the amount of baggers per shift, overall cutting costs by 7% annually

**ACADEMIC PROJECTS**

**Marketing Fall 20xx**

Marketing Strategy

* Developed social media campaign for a fictional start-up company to raise awareness of brand
* Conducted market research to find target consumer and best avenues to promote the brand
* Utilized email, social media, and influencers to reach the largest number of consumers

**VOLUNTEER EXPERIENCE**

* **Arboretum Community Farm and Garden Spring 20xx – Present**
* **Walk MS** **Fall 20xx**
* **Orlando Union Rescue Mission** **Fall 20xx**