

Jason Martinez
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OBJECTIVE Seeking an entry-level position in product marketing at ABC.com.

EDUCATION San Jose State University, San Jose, CA
Bachelor of Science degree in **Business Administration**, 12/xx
Concentration: Marketing, GPA: 3.0

Market Research Project, Fall 20xx

- Acted as team leader in a group project to conduct market research on automobile purchasing trends
- Developed a strategic plan based on research results, which could be used to increase an organization's market share
- Included SWOT analysis, market research, pricing, promotional and sales strategies

EXPERIENCE **Southwest Airlines**, Marketing Department, San Jose, CA, 7/xx-present
Marketing Intern

- Perform competitive price analysis for monthly reports
- Promote products to customers through telemarketing
- Respond to employee and customer inquiries via email and telephone
- Contribute to internal blog on a weekly basis
- Assist in the office in daily administrative duties

Sessions Inc., Sunnyvale, CA, 5/xx-9/xx

Retail Sales Representative

- Increased company sales 20% through retail positioning
- Designed and taught training program for new sales staff
- Negotiated prices on products and services for clients

SKILLS Proficient in various PC applications, such as Windows, PowerPoint, and Microsoft Word
Fluent in Spanish and English

ACTIVITIES **Vice President**, American Marketing Association, SJSU, two terms
Member, Hispanic Business Association, SJSU
Member, SJSU Ski Club
Volunteer Worker, Second Harvest Food Bank

Portfolio available on request