**Mary Smith**

Poughkeepsie, NY | (845) 555-1234 | smithm@newpaltz.edu

**EDUCATION**

**Bachelor of Science in International Business and Marketing** Expected May 2025

School of Business Honors Program, State University of New York at New Paltz – New Paltz, NY

Honors GPA: 3.83 | Dean's List, Fall 2021 – Spring 2024

**Study Abroad,** University of Carlos III de Madrid Spring 2023

**EXPERIENCE**

**Logistics Analyst Intern** June 2024 – August 2024

SUNY New Paltz Athletic Wellness Center – New Paltz, NY

* Effectively liaised between management, clients, architects, designers, consultants, suppliers, and contractors to coordinate activities and resolve self-identified multidimensional problems
* Developed and analytically executed local marketing strategy through advertising and sales including special event promotions resulting in a sales lift
* Scheduled projects, determined workforce requirements, and allocated resources to maximize productivity while staying within schedule and budget

**Communications and Marketing Analyst Intern**   May 2023 – June 2023

**Geodis (4PL)** – Poughkeepsie, NY

* Researched and developed detailed analytical reports on the variety of supply chain optimization services GEODIS distributes to sales representatives with potential global clients
* Collaboratively with a diversely talented group of 6 interns, developed an innovative idea to utilize shared economic principles along with startup apps to penetrate different markets for long term mergers and acquisitions

**PROJECTS**

* **International Marketing:** Researched inter-market opportunities in a globally competitive environment by analyzing international market segments and consumer behavior
* **Kikkoman Case Study:** Evaluated how economic, political, and cultural differences among countries affect marketing strategies and options for expansion into international markets
* **Airline Simulation:** Collaborative project where groups developed an airline company, deciding which planes to operate, what markets to aggressively pursue, and what diversification strategy to use for success
* **International Travel Experience to East Asia, Australia, and New Zealand:** Adapted to new cultures and environments, increasing open-mindedness while overcoming cultural barriers

**SKILLS AND AFFILIATIONS**

***Certifications:*** Google Analytics, Bloomberg Marketing Concepts, CompTIA Certification in STRATA, Internet Computer Core Certified, OSHA 10 hour certificate

***Languages:*** Native proficiency in Arabic, limited working proficiency in Spanish

***Computer:*** R, Bloomberg Terminal, S&P Cap IQ, Salesforce, STRATA, Microsoft Office, Hootsuite, Python

**SUNY New Paltz Budget Finance Committee** September 2023 – June 2024

**School of Business Debate Competition Finalist** December 2023