

# Model Document: Résumé (for an Internship)

## Dale Martinez

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### *Seeking a Marketing or Communications Internship in the Sports Industry*

**Upcoming sports marketing graduate** eager to use strong academic performance, college athletics background, and sports retail and coaching experience to secure an internship in the sports industry. Excellent written and verbal communication skills with advanced proficiency in MS Office and graphic design applications (Photoshop, QuarkXPress, PageMaker, Freehand, Flash). Hard-working, customer focused, and bilingual (fluent in Spanish).

#### Education

THE UNIVERSITY OF ALABAMA – Tuscaloosa, AL

**BA in Sports Marketing Candidate** – Expected Graduation: 5/2006

- **Current GPA in Major:** 3.2
- **Honors:** Recipient of full athletic scholarship, 2003 to Present; Member of Kappa Gamma (Communications Honorary).
- **Athletics:** Play tight-end/receiver for The University of Alabama's football team, 2003 to Present. Won A-Division Regional Playoffs in 2003 and 2004.
- **Degree Program Highlights:** Communications Theory, Sports Marketing Practicum, Advanced Graphics Design, Journalism, Legal Issues in Sports Settings, Exercise Science, Financial Principles of Sport, Advertising, Marketing Research, Statistics

#### Sports-Related Experience

REI – Birmingham, AL

2002 to 2004

*Renowned supplier of specialty outdoor and sports gear, with 69 retail stores across the U.S.*

**Sales Associate** (Seasonal Employment Concurrent with College Studies)

Rapidly promoted from stockroom to sales floor due to recognized strengths in persuasive communications, sales, and customer service. Recruited for return employment every summer and during holiday breaks, with responsibility for consulting with customers to recommend equipment, gear, clothing, and accessories to best meet their individual needs, goals, and proficiency levels.

##### **Key Accomplishments:**

- **Gained a broad understanding of a wide range of sports, athletic, and outdoor pursuits**, representing REI product lines for activities including biking, mountain biking, mountain climbing, hiking, camping, tennis, golf, racquetball, and skateboarding.
- **Recognized for sales excellence;** met or outperformed sales quotas every year of tenure.
- **Earned two-time honors as “Employee of the Month”** for superior work ethic, above-and-beyond job performance, and customer service excellence.

SPECIAL OLYMPICS – Birmingham, AL

2002 to Present

**Volunteer Coach: Track and Field**

Coach special-needs children aged 5-18 in track and field. Motivate youth through unwavering support and encouragement to help them reach their personal goals. Accompany team to local, regional, and national competitions.

Headline states objective

Summary highlights relevant experience and skills

Shows dedication to the industry

Highlights abilities relevant to stated objective

Includes volunteer experience