

# Robert Gonzalez

22 Sunshine Rd • Arcata, CA 95521 • RG111@humboldt.edu • (707) 675-4444

## Education

**Bachelor of Science, Business Administration Option: Marketing**

**Minor: Psychology**

Humboldt State University (HSU)

GPA: 3.4

May 20XX

## Related Coursework:

Principles of Marketing

Strategic Marketing

Intermediate Business Statistics

International Marketing

Marketing Communication

Marketing Research

Consumer Behavior

Principles of Finance

## Marketing Experience

**Marketing and Social Media Intern** | HSU, Academic and Career Advising Center Arcata, CA | 8/XX – 5/XX

- Redesigned Twitter/Facebook/blog
- Wrote blog
- Created flyers/posters/handbills for multiple events
- Assisted in developing marketing strategy for new mentor program
- General office filing and help as needed

**Marketing Intern** | Humboldt State University/Marimba One Arcata, CA | 1/XX- 6/XX

- Assessed and suggested new ideas for marketing strategy and designed social media strategy plan
- Facilitated international event with local business
- Created on line shopping strategies report
- Prepared Google Adwords report
- General office filing and help as needed

## Business Related Experience

**Student Assistant** | Humboldt State University Arcata, CA | 1/XX- 6/XX

- Assisted the department coordinator in general office tasks
- Answered 4 line phone system
- Filed, answered in person questions and finished assigned duties

## Leadership Experience

**President**, Marketing Club (HSU) 8/XX- Present

**Treasurer**, Business & Economics Club (HSU) 1/XX- Present

## References

Joe Smith  
Professor, HSU  
Arcata CA  
(707) 608-4454  
js@humboldt.edu

Laura Ralph  
Supervisor, HSU  
Arcata, CA  
(707) 445-7733  
ls@humboldt.edu

Connie Walters  
Accountant, Block and Block  
Arcata, CA  
(707) 844-6677  
connie@block.com