

SCOTTY BEAR

sbear@ucr.edu · 555.555.5555 · Riverside, CA · /in/yourname

EDUCATION

University of California, Riverside
Bachelor of Science, Business Administration
Concentration in Marketing

June 2026

SUMMARY

Creative marketing student/professional with experience in advertising, public relations, and market analysis. Successfully managed 60 client campaigns, collaborated with creative teams, and contributed to a \$3,000 revenue growth through strategic event planning. Skilled in Adobe Photoshop, Canva, and Microsoft Excel, with a strong foundation in customer support, competitive research, and cross-functional collaboration.

EXPERIENCE

Advertising Executive

September 2025–Present

Highlander Newspaper, Riverside, CA

- Managed 60 clients in designing their advertising campaigns and marketing plans.
- Collaborated with a team of 5 designers using Adobe software to develop effective advertisements.
- Raised \$3,000 in advertising revenue each month by hosting fundraising events.

Public Relations Intern

June 2025–September 2025

Marketing & Advertising Firm, Irvine, CA

- Provided customer support for large company accounts to ensure their needs are met.
- Collaborated with a variety of departments to create approximately 20 advertisements.
- Prepared monthly briefs and competitive reports to present updates to board members.
- Negotiated with over 18 local businesses for providing exclusive discounts for members.

Market Simulation Project

March 2025–June 2025

Services Marketing Course, Riverside, CA

- Examined markets to strategize the promotion of service and goods firms.
- Focused on marketing for service organizations such as hotels, hospitals, and banks.
- Developed ideas and recommendations to increase marketability among service firms.

Member

January 2025–April 2025

American Marketing Association, Riverside, CA

- Collaborated with 8 marketing peers on marketing campaigns to increase membership by 20%.
- Applied market research and analytics to marketing scenarios including return on ad spend (ROAS).
- Networked with marketing professionals and peers to remain current on marketing trends.

ADDITIONAL EXPERIENCE

Member, Associated Students Programs Board, Riverside, CA

September 2024–June 2025

Attendee, Optimal Price Targeting, Marketing Seminar

February 2024

SKILLS

Microsoft Office Excel, Adobe Photoshop, Canva, Hindi