

# JAIME GARCIA

## Entry-level Business Development

✉ JG@email.com

☎ (123) 456-7890

📍 Fresno, California

🌐 [LinkedIn](#)

## EDUCATION

Bachelor of Arts  
Administration

### Fresno State University

📅 September 2010 - May 2014

📍 Fresno, California

## HOBBIES & INTERESTS

- Founder, Latin Social Society

## CAREER OBJECTIVE

High-energy personality who is passionate about connecting with people. Eager to work in development at Warby Parker, where my internship and academic experience will contribute to fast-paced growth.

## WORK EXPERIENCE

### Business Development Intern

#### SOURCE Global

📅 January 2014 - June 2014

📍 Fresno, CA

- Crafted a holistic paid acquisition strategy, leading to a **38% ROI for every dollar spent**
- Used marketing strategies to improve website traffic and visit duration by 6 minutes, on average
- Conducted data analysis on 6,000+ unique website visits per day using Salesforce
- Collaborated with 7 interns to create daily reports, presentations, and lead-generation strategies
- Identified 2 potential strategy problems, successfully resolving both challenges within 24 hours
- Contributed to the 9% outperformance of company sales targets by identifying new customers
- Developed marketing campaign featuring educational business material, resulting in \$220K net profit

## PROJECTS

### Strategy and Business Development Club

#### Fundraising Chair

📅 2012 - 2014

- Handled fundraising drives, acting as a team leader **delegating tasks and roles to a team of 6 students**
- Collaborated with 4 school clubs and athletic teams to host fundraising events
- Engaged with local businesses and entrepreneurs, hosting community events 3 times yearly

## SKILLS

- Interpersonal Skills and Customer Communication
- Data Analysis and Research Presentation
- Social Media Marketing Software

## CERTIFICATIONS

- Certified Sales Professional (CSP)