

# IMA SPARTAN

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## OBJECTIVE

Seeking to apply strengths in leadership and customer service to the Store Management Internship at Macy's

## EDUCATION

**B.S. in Business Administration, General Business** 5/20XX  
San Jose State University (SJSU), San Jose, CA

**Related Coursework:** Retail Marketing Management, Marketing Channels and Institutions, Service Operations Management

## PROJECTS

**Marketing Team, SJSU** Spring 20XX

- Led a team of 4 in developing a report and presentation on the segmentation and differentiation analysis to two prominent retail brands
- Final report and presentation indicated potential business growth strategies and potential ethical challenges
- Received an A for both the report and the presentation

## RELATED EXPERIENCE

**Merchandiser/Salesperson, Anthropologie, San Jose, CA** 9/20XX – Present

- Design and assemble window and floor displays to increase sales of high-margin products
- Assist customers with selection and purchase of merchandise
- Have surpassed monthly sales goals 9/10 months since starting the role

**Lead Camp Counselor, Sticks and Rocks Camp, Felton, CA** 5/20XX – 8/20XX

- Coordinated all aspects of orientation, daily activities and communication for over 200 campers
- Collaborated with diverse camp staff to ensure campers enjoyed a safe, positive experience
- As lead, trained and supervised over 20 camp counselors, providing guidance and resolving problems

## ACTIVITIES

**Participant, Bay Area Retail Leadership Center Conference, SJSU** 10/20XX, 10/20XX

**Volunteer, Bay Area Retail Leadership Center Etiquette Lunch, SJSU** 4/20XX