

# Alexandra D. Smith

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## PROFESSIONAL SUMMARY

Recent graduate with a Bachelor of Science in Business Administration, strong academic record, and proven leadership skills cultivated through internships and campus activities. Eager to use analytical and interpersonal skills to contribute to a dynamic team.

## EDUCATION

### BSc in Business Administration

May 2024

*State University, City, State*

- GPA: 3.8 / 4.0
- Relevant Coursework: Marketing Principles, Financial Accounting, Business Analytics
- Dean's List (2022–2024)

## EXPERIENCE

### Marketing Intern, Acme Corporation

Jan 2024 – Apr 2024

- Assisted in developing social media campaigns, increasing engagement by 12%.
- Conducted market research and presented findings to supervisor and team.

### Student Assistant, State University Business Department

Sep 2022 – Dec 2023

- Supported faculty in preparing course materials and organizing campus events.

## PROJECTS

### Business Analytics Capstone Project

Spring 2024

- Analyzed large sales datasets using Excel and Tableau to identify key market trends.
- Presented actionable recommendations to panel of faculty and industry partners.

## SKILLS

Microsoft Excel

Tableau

Market Research

Team Collaboration

Data Analysis

Communication

## LEADERSHIP & ACTIVITIES

- President, Business Club (2023–2024)
- Volunteer, Local Food Bank