

Sample Application Guide

MARKETING STUDENTS



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS
Career Services

Your Guide to Crafting a Competitive Application

This packet will help you confidently create documents to apply for internships, part-time/full-time jobs, or other professional opportunities. Customize the content to create your own strong, tailored application packet. A strong application packet will include a cover letter, resume, and reference page showcasing your skills, experience, and potential for a specific job posting.

What's Inside

- ▶ **Sample Cover Letter**
A sample letter that introduces you to employers and highlights why you're a great match for the role.
- ▶ **Sample Internship Resume**
For students seeking internships. Highlights academics, coursework, and early experience.
- ▶ **Sample Entry-Level Resume**
Ideal for students or recent grads entering the workforce. Emphasizes transferable skills and accomplishments.
- ▶ **Sample Graduate School Resume**
For students applying to grad school. Balances academic and professional experience for a strong application.
- ▶ **Sample Reference Page**
A clean, professional sample format for listing references. Always ask permission first before listing someone.

Why a Cover Letter Matters

A cover letter gives you the chance to tell your story, something a resume alone can't do. It shows employers why you're interested in their opportunity, how you fit, and what you bring beyond the bullet points on your resume.

Top Cover Letter Tips:

- **Personalize it.** Address the hiring manager by name if possible.
- **Show your fit.** Connect your experience directly to the job and company.
- **Keep it focused.** Stick to one page—three strong paragraphs are enough.
- **Be genuine.** Let your enthusiasm and professionalism come through.
- **Proofread.** Spelling or grammar errors can cost you the interview.

Why Your Resume Matters

Your resume is often your first impression with an employer. It should clearly communicate your qualifications, align with the role, and make you stand out.

Top Resume Tips:

- **Tailor it.** Customize your resume to match the job description.
- **Lead with action.** Use strong action verbs and highlight your results.
- **Quantify achievements.** Numbers make an impact (e.g., "Increased sales by 20%").
- **Keep it clean.** Use clear formatting (margins all the same, between .5" and 1"), consistent fonts (Arial, Aptos, Calibri, and no smaller than 10 pts), and avoid errors. Use the **tab** key to move dates to the right (already preset).
- **Be concise.** Limit to one page if you're early in your career. No more than two pages.

Why References Matter

References are essential when completing online applications and when employers request them. References provide employers with trusted insights about your skills, work ethic, and character from people who've seen you in action.

Pro Tip

Personalize the following document to reflect your unique strengths, experiences, and goals.

Need help? Contact Ilitch School Career Services—we're here to help you succeed—ilitchcareers@wayne.edu.

COVER LETTER GUIDE



FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

Date

Employer's Name
Employer's Address
City, State Zip Code

Dear Recruiting Team,

I am writing to express my interest in the Specialist, Integrated Marketing position at the Detroit Regional Chamber. With a strong background in integrated marketing and communication strategies and a passion for innovative branding, I believe I would be an excellent addition to your Creative Advisory Team. I am excited about the opportunity to contribute my skills to the Chamber's mission of fostering a business-friendly environment in Southeast Michigan.

I hold a Bachelor's degree in Business Administration from Wayne State University's Mike Ilitch School of Business, with a major in Marketing and a concentration in Advertising. I have over five years of experience developing and executing marketing campaigns for nonprofit and corporate sectors. Throughout my career, I have successfully collaborated with cross-functional teams, including design, content, and strategy departments, to create integrated marketing plans that drive audience engagement and achieve organizational goals. My experience in automotive and mobility marketing would allow me to align seamlessly with MichAuto's objectives and position the program as a leader in the industry.

I am drawn to this role because it offers the opportunity to work with a team of like-minded professionals in a hybrid environment. The prospect of contributing to thought leadership and sponsorship opportunities for MichAuto excites me, and I look forward to developing innovative marketing strategies that resonate with your target audiences. My ability to work under tight deadlines and my knack for creative problem-solving and adapting to new trends will enable me to deliver impactful campaigns that advance the Chamber's strategic objectives.

In addition to my marketing expertise, I am skilled in using web content management systems, such as WordPress, and have experience with mass email programs. I thrive in dynamic environments and am accustomed to managing multiple projects simultaneously while staying within budget constraints. I am confident that my passion for marketing and my dedication to excellence will make a meaningful contribution to the Detroit Regional Chamber's continued success.

Thank you for considering my application. I would welcome the opportunity to discuss how I can contribute to the Detroit Regional Chamber's marketing initiatives in the Specialist role. I would appreciate the chance to interview at your convenience and look forward to connecting soon.

Sincerely,

Your First and Last Name

INTERNSHIP RESUME GUIDE



FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

EDUCATION

Wayne State University, Mike Ilitch School of Business - Detroit, MI

May 20XX

Bachelor of Science in Business Administration

GPA: 3.5/4.0

Major: Marketing | **Concentration:** Advertising

Minor: Public Relations

Relevant Coursework: Integrated Marketing Communications, Digital Marketing, Public Relations, Brand Strategy, Marketing Research

SKILLS & COMPETENCIES

Skills—Proficient in Microsoft Office (Excel, Word, & PowerPoint), Power BI

Communication—Effectively exchange information and perspectives while actively listening, promoting positive interactions

Teamwork—Build collaborative relationships with colleagues and customers to accomplish department goals

Critical Thinking—Innovative thinker who analyzes issues, makes sound decisions, and troubleshoots problems effectively

EXPERIENCE

Intern Role

May 20XX – August 20XX

Name of Company or Organization – City, State

- Discuss your responsibilities and accomplishments achieved as they relate to the job duties for the role in which you are applying for
- Action-oriented + paraphrased statements (use your current job posting/experience to guide you)
- What you did (action verb) + how (relevant to job duties and quantify where applicable)
- List experiences in reverse chronological order (most recent job listed first)
- Write each bullet point in third person (no personal pronouns or possessives – all current jobs should be written in present tense, and all past jobs should be written in past tense)

Marketing & Communications Intern

May 20XX – August 20XX

Truscott Rossman – Detroit, MI

- Collaborated with the marketing team to create blog posts, articles, and website content, ensuring all copy adhered to AP style and company tone.
- Assisted in maintaining and updating the company's WordPress website, ensuring content was current and aligned with ongoing marketing efforts.
- Helped manage online event promotions, including social media posts, email invitations, and tracking RSVPs.
- Created graphics for social media posts and marketing materials using Adobe Creative Suite.
- Contributed to the development of marketing strategies aimed at increasing awareness of events and driving online engagement.
- Supported the team in creating and maintaining an editorial calendar for content distribution.

ACTIVITIES

Digital Marketing Strategist

September 20XX – Present

MISB Mike Ilitch Marketing Association – Wayne State University, Detroit, MI

- Assist in the creation and execution of a digital marketing strategy for a college event aimed at increasing student participation.
- Develop an email marketing plan, social media posts, and a landing page to capture sign-ups.
- Help achieve a 30% increase in attendance compared to previous events.

ENTRY-LEVEL RESUME GUIDE



FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

PROFESSIONAL SUMMARY

Motivated marketing student with hands-on experience in integrated marketing, content creation, social media management, and event coordination. Skilled at supporting marketing teams to execute campaigns, collaborating with cross-functional teams, and delivering on objectives in fast-paced environments. Eager to bring creative ideas focusing on innovative marketing strategies to a dynamic nonprofit team like the Detroit Regional Chamber.

EDUCATION

Wayne State University, Mike Ilitch School of Business - Detroit, MI
Bachelor of Science in Business Administration

May 20XX
GPA: 3.5/4.0

Major: Marketing | **Concentration:** Digital Marketing and Analytics

Relevant Coursework: Marketing Strategy, Brand Management, Digital Marketing, Public Relations

SKILLS & COMPETENCIES

Social Media Marketing: Facebook, Instagram, LinkedIn, Twitter | **Content Creation & Copywriting:** AP Style

Email Marketing & Campaign Management: Mailchimp, Constant Contact | **Web Content Management:** WordPress

Microsoft Office 365: Teams, Excel, PowerPoint, Word | **Basic Graphic Design:** Adobe Photoshop, Canva

Data Analytics & Reporting: Google Analytics, Social Media Insights | **Strong Communication & Collaboration Skills**

EXPERIENCE

Marketing Assistant, Company Name, City, State

January 20XX – August 20XX

- Assisted in the development and execution of email marketing campaigns, social media posts, and website content.
- Helped maintain the company's content management system (WordPress) and assisted with SEO strategies.
- Created and edited promotional materials, ensuring all communications adhered to brand guidelines and AP style.
- Participated in brainstorming sessions and collaborated with the design team to create compelling marketing assets.
- Managed the scheduling and coordination of marketing events and webinars, ensuring all logistics were in place for smooth execution.

Marketing Intern, XYZ Corporations – Detroit, MI

May 20XX – August 20XX

- Assisted in the execution of integrated marketing campaigns, working closely with the marketing and creative teams to develop promotional content for digital and print materials.
- Created social media content for multiple platforms (Facebook, Instagram, LinkedIn) and helped schedule posts to maintain consistent messaging.
- Supported the development of email marketing campaigns, including drafting copy, designing graphics, and tracking campaign performance.
- Assisted in the management of a content calendar, ensuring timely delivery of all marketing assets and messages.
- Conducted competitor analysis and assisted with reporting on social media engagement, providing insights for campaign improvements.

ORGANIZATIONS

Vice President, NABA, INC. Student Organization, Wayne State

September 20XX – Present

- Organized and led weekly peer study groups for 30+ students, improving academic performance and fostering a collaborative learning environment.
- Mentored 10+ accounting students each semester, providing academic support and professional development guidance.

Treasurer, Financial Management Association Student Organization, Wayne State **September 20XX – Present**

- Managed a \$3000 budget, ensuring accurate tracking of expenses and maintaining financial transparency.
- Developed and implemented strategies to increase fundraising, resulting in a 20% increase in annual revenue.

GRAD SCHOOL RESUME GUIDE



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS

Career Services

FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

PROFESSIONAL SUMMARY

Dynamic and results-oriented marketing professional with over 5 years of experience in developing and executing integrated marketing strategies for nonprofit organizations and corporate clients. Skilled in content creation, digital marketing, social media, and project management. Proven ability to collaborate with creative teams, deliver innovative marketing campaigns, and achieve audience engagement and program revenue goals. Passionate about creating meaningful marketing experiences and contributing to business growth within the automotive and mobility sectors.

CERTIFICATIONS

| | |
|---|-----------|
| Google Analytics Certified , Google Skillshop | Jul 20XX |
| HubSpot Inbound Marketing Certification , Coursera | Sept 20XX |
| Social Media Marketing Certification , Hootsuite Academy | Feb 20XX |

SKILLS & CORE COMPETENCIES

Integrated Marketing Strategy | Content Creation & Copywriting: AP Style | **Email Marketing Campaigns:** Mailchimp, Constant Contact | **Social Media Marketing:** Facebook, LinkedIn, Twitter, Instagram | **Project Management:** Asana, Trello | **Web Content Management:** WordPress | **Analytics & Reporting:** Google Analytics, HubSpot | **Budget Management & ROI Analysis | Microsoft Office 365:** Teams, Excel, PowerPoint, Word

EXPERIENCE

Marketing Manager Jun 20XX – Dec 20XX
Company Name, City, State

- Lead the development and execution of integrated marketing campaigns, focusing on digital and traditional channels, to promote the company's services and events.
- Develop and implement strategic plans to support brand positioning and program growth, including email marketing, social media, and website content.
- Track and report on the performance of marketing tactics, using data to optimize campaigns and ensure continuous improvement.
- Manage a marketing budget, ensuring campaigns stay within financial parameters while achieving set goals.
- Led successful automotive-focused marketing campaigns that increased engagement by 20% and drove revenue growth by 15%.

Marketing Coordinator Jun 20XX – Dec 20XX
Bold Medica Marketing Agency, Livonia, MI

- Created and executed multi-channel marketing campaigns for automotive and mobility industry clients.
- Coordinated content for email newsletters, website updates, and social media platforms.
- Developed relationships with key industry partners to secure sponsorships and increase event participation.
- Managed day-to-day communication with internal teams to ensure timely and effective campaign execution.
- Supported event marketing initiatives, including social media promotion, event collateral, and attendee engagement strategies.

AFFILIATIONS

| | |
|--|----------------------|
| Member, American Marketing Association, Detroit Chapter | June 20XX - Present |
| Member, Direct Marketing Association of Detroit | Month Year – Present |

EDUCATION

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|--|----------|
| Wayne State University, Mike Ilitch School of Business, Detroit, MI | |
| Master's in Business Administration (MBA) | May 20XX |
| Bachelor's in Business Administration Major: Marketing | Dec 20XX |

REFERENCES GUIDE



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS

Career Services

FIRST AND LAST NAME

City, State & Zip Code | Email Address | Phone Number | Your LinkedIn URL

REFERENCES

First and Last Name

Job Title

Name of Company or Organization

City, St

Phone Number

Email Address

Relationship:

Mark Johnson

Department Manager

XYZ Company

mark.johnson@xyzlogistics.com

(248) 555-4567

Relationship: Internship Supervisor, Summer 20XX

Dr. Janet Smith

Marketing Professor

Wayne State University

janet.smith@wayne.edu

(313) 555-1234

Relationship: Academic Advisor and Course Instructor

Tina Patel

Marketing Analyst

General Motors

tina.patel@wayne.edu

(313) 555-7890

Relationship: Mentor through ACE Program