

# Victoria Swoop

701 East Fifth Street  
Salt Lake City, UT 74105

123-456-7890  
[victoriaswoop@gmail.com](mailto:victoriaswoop@gmail.com)

## EDUCATION

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**University of Utah, Salt Lake City, UT**

MONTH YEAR

*Bachelor of Science in Communication*

GPA: 3.6/4.0

Concentration: Media Studies

Minor: Business Administration

### Relevant Coursework

Media Writing, Public Speaking, Legal Environment of Business, Marketing Management

## EXPERIENCE

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University of Utah Athletics

Salt Lake City, UT

**Student Assistant, Athletics Media Relations**

MONTH YEAR – MONTH YEAR

- Assist with marketing and promotion of assigned sports to maximize attendance and create entertaining atmospheres
- Develop and distribute posters, schedule ordering of promotional materials
- Prepare game day packets and facilitate media check-in and general questions during men's basketball games
- Assist in the coordination of major press conferences, including set up of venue and welcoming media and guests

Mountain Sports International

Salt Lake City, UT

**Social Media Intern**

MONTH YEAR – MONTH YEAR

- Organize monthly PR reports and track assigned client media impressions
- Assist athlete marketing manager in fielding questions (phone, e-mail, Twitter) and managing any online feedback forums
- Engage with followers and influencers to transform visitors into brand advocates

## ATHLETICS AND LEADERSHIP

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University of Utah Tennis Team

Salt Lake City, UT

**Captain**

MONTH YEAR – MONTH YEAR

- Committed approximately 30 hours per week to training, studying playbooks, watching film, travel and paying matches while maintaining full course load
- Awarded American Athletic Conference Player of the Week (YEAR)
- Developed action plans and motivated teammates toward team goals

# Sammy Sport

1234 North Temple Ave., Salt Lake City, UT 84105 | 987-654-3210 | ssport@gmail.com

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## EDUCATION

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**University of Utah**, Salt Lake City, UT MONTH YEAR  
Bachelor of Science in Psychology  
*Relevant Coursework:*

## LEADERSHIP

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University of Utah Soccer Team, Salt Lake City, UT MONTH YEAR – MONTH YEAR

### Athlete

- Liaise with coaching staff on an on-going basis to enhance team cohesiveness
- Lead tours of athletic facilities to prospective student-athletes and their families
- Learn and execute the policies and procedures governed by the NCAA

University of Utah Intramural Department, Salt Lake City, UT MY – MY

### Rock Climbing Leader

- Upheld department policies to ensure safety of climbers and staff
- Individually motivated and coached climbers to meet personal goals
- Trained junior co-leaders: developed team-building and leadership activities included in staff training manual
- Led rock climbing lessons for students and adolescents, helping participants build self-esteem

## WORK EXPERIENCE

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Navajo Trails Adventure Camp, Bicknell, UT MY – MY

### Camp Counselor

- Coordinated weekly activities for a cabin of ten elementary school children
- Designed and lead adventure programs on a low-ropes course while ensuring camper safety

Starbucks, Salt Lake City, UT MY – MY

### Barista

- Provided fast, efficient, and courteous service to all patrons
- Managed cash register by totaling bills, receiving payments, and distributing receipts

## SKILLS

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Language: German (Advanced)

Application: Microsoft Word, Excel, PowerPoint (Proficient)

CPR & AED Certified (YEAR)