

# Wally Pilot

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## Profile

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Dedicated student-athlete with strong time management, teamwork, and leadership skills developed through competitive sports. Consistent ability to perform under pressure to meet shared goals. Known for a strong work ethic, adaptability, and collaboration in fast-paced, team-oriented environments.

## Education

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**University of Portland**, Portland, OR May 20XX  
Bachelor of Business Administration, Marketing GPA X.XX

- Dean's List

## Leadership Experience

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*University of Portland*, Portland, OR August 20XX - Present

### NCAA Division I Women's Basketball Team

- Elected Team Captain by team and coaching staff for 20XX-20XX season
- Manage a full-time student course load with 40 hours per week training, play-review, and competition
- Utilize strong work ethic, perseverance, and accountability to meet personal and team goals
- Lead tours of facilities to prospective student-athletes and families
- Engage in service events to address local needs and contribute to community

*University of Portland Student-Athlete Advisory Committee*, Portland, OR August 20XX - May 20XX

### Women's Basketball Team Representative

- Attended weekly committee meetings to advocate for concerns and interests of student-athletes
- Collaborated with board to implement solutions and initiatives to support student-athletes

## Academic Experience

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**Principles of Marketing**, *Marketing Strategy Project* Fall 20XX

- Developed a comprehensive social media and brand awareness campaign for a local small business, grounded in market research and audience analysis
- Conducted competitor and target audience research to refine brand positioning, messaging, and strategy
- Created a content calendar to support consistent messaging across platforms including Instagram, X, and TikTok
- Wrote and refined promotional copy tailored to the target audience
- Analyzed engagement and performance data to evaluate campaign effectiveness and make recommendations
- Presented campaign strategy, creative assets, and outcomes to faculty and peers, clearly communicating insights and recommendations

**Foundations of Leadership**, *Biz Cafe* Fall 20XX

- Collaborated with team to manage a simulated coffee shop by making strategic decisions related to pricing, staffing, inventory, and marketing to meet performance goals
- Analyzed financial and operational data, including sales, costs, customer demand to inform weekly business decisions and improve outcomes
- Developed and adjusted marketing strategies, including promotions and product offerings, based on customer trends and competitive conditions
- Presented performance outcomes and strategic recommendations through written reports and formal presentations

## Skills

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*Social Media:* Instagram, TikTok, X

*Software:* Canva, Microsoft Office (Excel, PowerPoint, Word), Google Workspace (Docs, Sheets, Slides)