

Jonathan Maxwell

(413) 123-4567 | [Linkedin.com/in/jonathanmaxwell](https://www.linkedin.com/in/jonathanmaxwell) | jmaxwell@umass.edu

EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Bachelor of Business Administration in Management

Candidate, May 20XX

Concentration: *Entrepreneurship & Innovation Management*

- GPA: 3.75; Dean's List

EXPERIENCE

Massachusetts Small Business Development Center (MSBDC)

Springfield, MA

Small Business Consultant Intern – Western Regional Office

Fall 20XX

- Led orientation meetings with regional development team for 20 incoming small business clients
- Collaborated with Western MA-based clients to determine loan eligibility and develop cash flow strategies
- Monitored client engagement with Google Analytics to generate targeted email marketing campaigns resulting in 25% increase in quarterly interactions with digital assets and services
- Advised local bicycle and sports business owner on design and launch of company website on Squarespace

UMass Center for Student Businesses

Amherst, MA

Consultant

September 20XX – Present

- Facilitate monthly presentations and training meetings for 25 managers across seven student-run businesses on topics related to accounting, inventory management, sales and marketing, and Square POS
- Establish and integrate standard payroll analysis process in all student-run businesses, reducing overhead costs by 15%
- Manage accounting and payroll using QuickBooks for 35-person operation at People's Market

Worcester Ice Cream

Worcester, MA

Marketing & Promotions Lead

May 20XX – Present

- Partner with five local grocery stores/restaurants to host tasting events, manage product lineups, determine promotion cycles, and analyze sales trends, resulting in 20% increase in fiscal year sales
- Oversee social media team and utilize user analytics data to create, schedule, and manage platform content on Hootsuite
- Establish company presence on Instagram and TikTok, generating 250+ followers and growing customer base by 15% within 3 months of launching accounts
- Develop marketing campaigns including flavor naming contests, ice cream making workshops, and neighborhood delivery program to increase company awareness and customer engagement

Ice Cream Scooper/Cashier

June 20XX – May 20XX

- Provided superior customer experience at third-generation family-owned business while greeting, offering samples, serving cones/specialty sundaes, and managing accurate register transactions for 200+ daily customers
- Assisted in training new employees, ensuring their knowledge of menu, portions, food safety, and quality standards
- Increased sales by 10% by promoting flavor and topping combinations and rotating product placement and displays

EXTRACURRICULAR EXPERIENCE

US Association for Small Business and Entrepreneurship (USASBE)

Student Member

September 20XX – Present

- Member of Corporate & Innovation Special Interest Group
- Attended Social Justice and Social Entrepreneurship Symposium, including participation in two-day Social Justice + Design Thinking cohort session series

Moreton Bay Regional Council

Virtual Experience Program Participant

December 20XX

- Participant in the Forge Moreton Bay Regional Council Entrepreneurship and Innovation program
- Built pitch deck proposing key start-up fundraising initiatives and designed website on Wix for product and service sales

UMass Entrepreneurship Club

Amherst, MA

Director of Level Up

October 20XX – May 20XX

- Facilitate monthly meetings and networking events for Level Up, a branch of Entrepreneurship Club assisting UMass students with implementing strategy, building a network, and accessing resources in their business ventures
- Assisted club leadership team with outreach and selection of ULaunch Mentors
- Led club team to place third in The Innovation Challenge, UMass Berthiaume Center's premier pitch competition

SKILLS & CERTIFICATIONS

Computer: Microsoft Office (Excel, Word, PowerPoint), QuickBooks, Squarespace, Wix, Hootsuite, Google Suite and Analytics

Certification: Isenberg's Excel Advanced User Badge