

DAVID WILLIAMS

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SUMMARY

Marketing student and emerging growth strategist with experience in customer research, digital marketing, business development, and AI-enabled research. Built a five-client social media business generating \$8K+ in revenue, completed two internships, and developed a Gen Z acquisition strategy through a real-world Proof Lab challenge. Vice President of a 75+ member marketing association with a bias toward action and measurable value.

EDUCATION

Loyola University Chicago — Bachelor of Business Administration in Marketing

Expected May 2027

EXPERIENCE

Brightline Consumer Group — Marketing Intern | Chicago, IL

Summer 2025

- Analyzed campaign performance and customer engagement trends; translated findings into recommendations for the marketing team.
- Conducted competitor and market research and supported email and social campaign development using Excel, Google Analytics, and digital marketing tools.

Lakeshore Growth Partners — Business Development Intern | Chicago, IL

Summer 2024

- Researched prospects, industries, and market opportunities; built CRM-ready lead lists and identified relevant decision-makers for targeted outreach.
- Supported business development campaigns and participated in weekly sales and growth meetings focused on pipeline development and client acquisition.

LEADERSHIP & ENTREPRENEURSHIP

Business School Marketing Association — Vice President | Loyola University Chicago

2025–Present

- Help lead a 75+ member organization; recruit industry speakers, support programming and employer engagement, and mentor students exploring marketing careers.
- Helped launch Marketing Career Night, connecting 60 students with professionals from 8 companies across marketing, advertising, and consumer brands.

DW Social — Founder & Social Media Consultant | Chicago, IL

2024–Present

- Grew a student-run social media business from 1 referral client to 5 small business clients, generating \$8K+ in revenue and executing 50+ social campaigns.
- Manage client discovery, sales, brand needs, content recommendations, communication, timelines, and delivery while balancing full-time coursework and leadership.

PROOF OF VALUE PROJECT

Momentum Fitness — Marketing Strategy & Customer Growth | ElevateU Proof Lab

2026

- Analyzed Gen Z fitness trends, student buying behavior, social engagement, and the positioning of six competing brands to identify customer acquisition gaps.
- Identified a strategic disconnect between the brand's focus on gym access and Gen Z demand for community, identity, flexibility, and shared experiences.
- Developed Momentum Circles, a campus ambassador and micro-community growth strategy, plus a 90-day pilot targeting 3 campuses, 15 ambassadors, 300 leads, and 100 trials.
- Built customer personas, a competitive brand audit, social campaign concepts, rollout plan, and KPI framework with a 25% target trial-to-member conversion benchmark.

COMMUNITY ENGAGEMENT

Greater Chicago Food Collective — Volunteer (2021–2023) | Supported food packing and neighborhood distribution initiatives. Chicago Youth Forward — Youth Volunteer (2020–2022) | Supported youth programming and community events.

SKILLS

Marketing & Strategy: Brand Strategy, Customer Research, Consumer Insights, Market Research, Competitive Analysis, Digital Marketing, Growth Strategy, Business Development

AI & Technology: ChatGPT, Claude, AI-Assisted Research, Prompt Development, AI-Enabled Market Research, Marketing Automation

Tools & Competencies: Google Analytics, Excel, HubSpot CRM, Canva, PowerPoint, Strategic Thinking, Communication, Leadership, Initiative, Problem Solving, Client Management