Maya Thompson

Business Student seeking a Marketing Internship

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OBJECTIVE

Second year business student at the University of Texas at Austin with a 3.7 GPA and hands-on experience running social media for a campus club. Grew the club's Instagram following from 600 to 1,900 in one semester. Seeking a summer marketing internship where I can support campaigns, learn analytics tools and contribute fresh ideas.

EDUCATION

B.B.A. Marketing (expected 2027), University of Texas at Austin — 2023 – 2027
Austin, TX | GPA 3.7

LEADERSHIP AND ACTIVITIES

Social Media Manager, Longhorn Marketing Association — Jan 2024 – Present
Austin, TX

- Plan and post 4 times a week on Instagram and TikTok, growing followers from 600 to 1,900 in one semester.
- Track reach and engagement in Meta Insights and share a monthly report with 5 board members.
- Designed 30 posts and 6 short videos in Canva and CapCut for the annual career fair.

Event Volunteer, Austin Food Bank — Sep 2023 – May 2024
Austin, TX

- Helped organise 3 food drives that collected 2,400 lbs of food.

CLASS PROJECTS

Brand strategy for a local coffee shop, Survey, Canva, Excel

- Surveyed 80 students and proposed a loyalty card idea that the owner agreed to pilot.
- Presented a 12 slide plan to a panel of 3 professors and a business owner.

WORK EXPERIENCE

Barista and Cashier, Willow Street Cafe — Jun 2023 – Aug 2024
Austin, TX

- Served up to 120 customers per shift and handled cash with no balance errors for 12 months.
- Suggested a seasonal menu board that boosted add-on drink sales by about 10%.

SKILLS

Social media | Canva | Meta Insights | Google Analytics basics | Excel | Copywriting | Video editing | Customer service | Teamwork

CERTIFICATIONS

Google Analytics Certification, Google Skillshop — Oct 2024

LANGUAGES

English — Native
Spanish — Intermediate