



Rhea Farooq

Entry Level Marketing, Customer Engagement

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STRENGTHS

- 🗣 **Customer connection**
Face to face practice made customer questions easier to handle, with clear answers that helped participants feel comfortable and informed.
- 📢 **Clear presentations**
Product explanations stayed simple during rotating scenarios. Feedback showed stronger message clarity after each coached practice session.
- ✅ **Reliable preparation**
Promotional materials, talking points, and role assignments were ready for a time limited showcase, helping classmates work smoothly.
- 👥 **Team contribution**
Four classmates relied on coordinated setup and consistent messaging during capstone execution. Shared preparation kept campaign delivery steady.
- 💡 **Responsive learning**
Instructor coaching became practical improvement after each session. Questions were recorded, reviewed, and reflected in later conversations.

SKILLS

Customer engagement

Direct marketing

Promotional campaigns

Customer relations

Brand experiences Brand visibility

Product presentations

Service communication

Business development

Interpersonal skills

SUMMARY

Early career marketing student with supervised experience supporting face to face promotions, customer conversations, product presentations, and direct marketing campaign execution. Academic projects built practical skill in creating positive brand experiences, explaining product and service information, and adapting messages for varied audiences. Capstone work included more than 40 participant interactions, **campaign talking points**, promotional materials, structured feedback, and team coordination with four classmates. Classroom practice strengthened **customer relations**, interpersonal communication, brand visibility, and **business development** fundamentals. Paid training and coaching have supported quick application of feedback, dependable preparation, and confident participation in fast paced team settings. Brings a thoughtful, customer focused approach to promotional work and can contribute clear communication, reliable follow through, and positive energy across **customer engagement** activities.

EDUCATION

Bachelor's Degree in Marketing

University of Wisconsin, Madison 🎓 GPA: 0 📅 2027 📍 Madison, WI

Coursework: *Direct marketing, customer behavior, promotional strategy, interpersonal communication*

TECHNICAL SKILLS

- **Marketing Methods:** Direct marketing, In person marketing, Promotional campaigns
- **Customer Engagement:** Customer engagement, Customer relations, Customer feedback
- **Brand Promotion:** Brand experiences, Brand visibility, Brand messaging
- **Product Communication:** Product presentations, Service communication, Product information
- **Campaign Planning:** Campaign execution, Campaign talking points, Promotional initiatives
- **Interpersonal Communication:** Customer conversations, Professional greetings, Needs oriented questions
- **Presentation Tools:** Presentation delivery, Classroom role plays, Faculty presentations
- **Feedback Methods:** Structured feedback, Qualitative feedback, Message recall
- **Team Coordination:** Team collaboration, Role assignments, Event coordination
- **Professional Development:** Paid training, Coaching, Hands on learning
- **Customer Experience:** Positive interactions, Customer comfort, Interaction sequences

EXPERIENCE

Customer Engagement Marketing Project Associate, Capstone Project

Academic Research 📅 January 2026 - Present 📍 Madison, WI

Supervised capstone role supporting a consumer service campaign simulation through face to face engagement, promotional preparation, customer feedback, and coordinated event execution. Worked with four classmates while applying instructor coaching in a time limited setting.

- Executed **direct marketing** simulation with talking points and face to face exercises for more than 40 participants
- Explained product and **service information** during customer scenarios, adapting language for participant questions
- Organized **promotional materials** and interaction sequences for efficient greeting, information sharing, and feedback collection
- Recorded **customer questions** after practice sessions, applying instructor coaching to improve clarity and confidence
- Coordinated four classmates on campaign setup, role assignments, **message consistency**, and event execution

Team collaboration

Campaign execution

Customer feedback

Fast paced settings

Professional development

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Customer Engagement Marketing Project Associate, Capstone Project at Academic Research (8 Months)

● In Person Promotions and Brand Experience Project Contributor, Course Project at Academic Research (3 Months)

- Presented capstone results to faculty, connecting customer interactions with **brand visibility** objectives

In Person Promotions and Brand Experience Project Contributor, Course Project

Academic Research 📅 September 2025 - December 2025 📍 Madison, WI

Supervised course role focused on promotional concept development, customer conversation practice, message consistency, and **qualitative feedback**. Contributed to a team presentation that connected dependable preparation with effective campaign delivery.

- Designed promotional concept covering audience, **product information**, engagement flow, and intended customer experience
- Practiced **professional greetings, needs oriented questions**, service explanations, and courteous customer responses
- Tested two presentation approaches with classmates, documenting feedback on clarity, comfort, and recall
- Prepared promotional materials and talking points for consistent delivery across student presenters
- Rotated customer and marketer roles, identifying practical improvements in **interpersonal communication** and campaign delivery
- Summarized **customer feedback** and campaign lessons during final team presentation

PROJECTS

Campus Brand Engagement Showcase 📅 2026

Created a supervised promotional showcase for a consumer service concept. Coordinated campaign materials, customer conversation sequences, participant feedback, and a team presentation focused on clear messaging and positive brand experiences.

Consumer Promotion Message Study 📅 2025

Compared two presentation approaches during classroom role plays. Collected qualitative feedback about message clarity, customer comfort, and recall, then translated findings into practical campaign recommendations.

LEADERSHIP & AWARDS

- Dean's List, University of Wisconsin, Madison, 2025 to 2026
- Student Campaign Presentation Award, 2026
- Faculty recognized clear customer communication during capstone presentation, 2026

CERTIFICATIONS

- Foundations of Digital Marketing and E commerce 📅 2026
- Professional Communication Certificate 📅 2025

PROFESSIONAL AFFILIATIONS

- Event Volunteer, Campus Programming Board, 2025 to Present
- Peer Practice Coordinator, Student Marketing Association, 2026 to Present
- Student Marketing Association participant, customer engagement practice sessions, 2026

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST