

## NAME

1942 Pennsylvania Avenue • Boulder, Colorado 80302 • (xxx) xxx-xxxx

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### SUMMARY

Highly motivated team player with training and practical experience in marketing and advertising. Committed to achieving an employer's objectives. Strong work ethic. Skilled in identifying and meeting client's needs. Computer literate. Energetic, productive, and goal directed.

### EDUCATION

**Bachelor of Science in Journalism - Advertising**, Rochester Institute of Technology.

Graduation Date: May 2004.

Honors: Major GPA: 3.6 • Dean's List • Recipient of Kappa Kappa Gamma Outstanding Academic Award • Recipient of University Scholarship Award.

Courses include: Advertising Campaigns, Advertising Copy and Layout, Advertising Media, Advertising Research, Consumer Behavior.

Representative Course Project: Currently collaborating on the development of a comprehensive advertising campaign for White Wave Soy Foods, Inc.

**Study Abroad in Italy**. Selected to study art history in Florence, Venice, and Rome through the University of Colorado. Summer 1999.

### EXPERIENCE

**Marketing Intern**, Palo Alto Theatre Works, Palo Alto, California. Summer 2003.

- Designated to manage promotion for the "Night Out on the Town" annual fundraiser. Responsible for media planning; sponsor solicitation; and writing copy for the brochure, invitation, program, and print media advertisements.

**Sales Associate**, Nordstrom, Palo Alto, California. Summer 2002.

- Ranked as the top-producing sales associate among a staff of six.

**Undergraduate Teaching Assistant**, School of Journalism, RIT, Rochester, NY, Summer 2001.

- Assisted professor in "Madonna Undressed," an exploration of media exploitation.

**Instructor**, Bar 717 Ranch, Hayfork, California. Summer 2000.

- Taught horseback riding to disabled children. Supervised a group of 12 children.

Additional experience includes Salesperson, Eddie Bauer; Child Care Provider, The Stacy Family; and Peer Counselor, Financial Aid Office, University of Colorado.

### AFFILIATIONS & ACTIVITIES

Computer Secretary, Kappa Kappa Gamma, Boulder, Colorado.

Conducted computer training sessions and secured funding for new computer equipment.

Volunteer, Adopt-a-School Program, University Hill Elementary School, Boulder, Colorado.

Volunteer, Project Read (adult literacy program), Redwood City Library, California.

# William Clark

555-664-7777—will.clark@gmail.com—Los Angeles, CA—Willing to relocate/travel worldwide

## GOAL: ENTRY-LEVEL MARKETING POSITION

### PROFILE

Enthusiastic new graduate combining innovative marketing and a self-starter mindset with previous internship experience. Completed the following achievements outside of the university and internships:

- Developed and executed successful advertising campaigns for several local businesses.
- Branded, implemented, and analyzed marketing strategies for online merchant businesses.
- Initiated and completed marketing hobby projects to expand knowledge.

### EDUCATION

Bachelor of Business Administration in Marketing (GPA: 3.67/4.0)  
Rochester Institute of Technology, Rochester, NY

December 2014

### COURSEWORK HIGHLIGHTS

Global Marketing Issues | Strategic Brand Management | Advertising Management | Buyer Behavior  
New Product Development | Internet Marketing Concepts & Strategy

### RELEVANT INTERNSHIP EXPERIENCE

#### Brand Marketing Internship

December 2013 - May 2014

Executive Initiatives, LLC—Los Angeles, CA

Secured internship as 1 of only 3 students selected from more than 1,000 candidates for a double internship (Spring and Summer 2013).

Teamed with VP of Marketing to improve 4 product lines for clients.

- Researched and developed a cost-efficient solution for a product floundering in a niche market.
- Rebranded a product line to match current marketing trends.
- Analyzed global marketing strategy and redefined advertising goals for a global product line.

#### Marketing Internship—Online Marketing Campaign

June 2011 - December 2011

Techbiz Solutions—Los Angeles, CA

Obtained an internship that was expanded through Fall 2011 due to outstanding performance.

- Created several online viral marketing campaigns consisting of pay per click (PPC) and search engine optimization (SEO) strategies for a large online retailer, resulting in a total revenue increase of \$25K+ for the client.

### ACADEMIC PROJECTS HIGHLIGHTS

Buyer Behavior: Analyzed and created advertising strategy for 6 market segments of the Coca-Cola brand.

Internet Marketing: Developed a short-term and long-term online marketing strategy for 3 AXE products.

Strategic Rebranding: Rebranded Pepsi products and created advertising directed at the millennial generation.

### ORGANIZATIONS & LEADERSHIP POSITIONS

Students Marketing Organization of America: President (2 years), Member (4 years)

RIT Marketing Club: Treasurer (1 year), Member (3 years)

# Tamara G. Eaton

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405 Highland Dr., Binghamton, NY 13905 (000) 999-9999  
tamarageaton@gmail.com

## PROFILE

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Intelligent achiever as demonstrated by outstanding academic standing + Mature and ambitious + Value continued education + Open-minded and tolerant of diversity + International traveler + Committed, diligent worker + Time manager + Honor loyalty and integrity + Decisive problem solver + Goals- and career-oriented leader + Bilingual: English/Spanish (learning Korean) + PC literate with proficiency in MS Office Applications

## EDUCATION

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ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY May 2015  
**Bachelor of Arts in Political Science**  
*Cum Laude, GPA: 3.5/4.0*

Relevant Projects:

- Thesis: *The War on Drugs: A Battle that is Destroying America-Putting a Stop to Mandatory Minimums.*
- Group Project: *Comparison between U.S. and Canadian health care systems.*

## EXPERIENCE

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**Intern** U.S. CAPITOL Washington, DC Fall 2014

Attended American University and assisted Senator Laura Fisher performing research for the Senate Minority Committee on technology, terrorism, and government information. Coordinated the Senator's schedule via computer data entry. Assisted pressroom employees and regularly interfaced with constituents in person and by phone.

- Gained insight into government processes at a federal level.
- Learned to use the congressional Research Center.
- Gained overview of how constituents directly affect the law-making process.
- One of only two chosen from US for prestigious internship.

**English Teacher** ENGLISH FRIENDS ACADEMY Japan 2012 – 2013

Taught all levels of English to kindergarten through middle school classes ranging from five to ten children. Taught kindergarten computer basics.

- Motivated children to improve English skills.
- Successfully interfaced with parents and peers.

Other Employment:

Seasonal and temporary jobs as child care provider, secretary, and sales clerk. 2008 – 2011

## COLLEGIATE ACTIVITIES

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- Member, Spanish Club 2010 – 2012
- Volunteer, Dorothy Day House (Feeding Homeless) 2011
- Volunteer, American Red Cross (Helping Flood Victims) 2010

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