

Resume Examples

MEDIA, MARKETING, AND COMMUNICATIONS

Entry-level Communications	→	2
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Candace C. Communicator

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CandyC@gmail.com

Campus:

456 Success Hall
Edinboro, PA 16412

Permanent:

123 Chatty Street
Erie, PA 12345

Education:

Bachelor of Arts in Communication Studies

Minor in Spanish

Anticipated graduation: May 2016

Edinboro University of Pennsylvania, Edinboro, PA

Relevant Course Work

Advanced Public Speaking

Communications Research

Organizational Communication

Communication Training &

Development

Customer Relations Communication

Leadership Communication

Event Planning

Intercultural Communication

Introduction to Web Development

Related

Experience:

Assistant Editor/Reporter

September 2015 to Present

The Spectator, Edinboro University of Pennsylvania, Edinboro, PA

- Conduct interviews and report on various campus social and educational activities.
- Develop weekly stories without missing a single deadline.

Corporate Communications Intern

January 2015 to May 2015

Heinz Company, Pittsburgh, PA

- Developed a departmental newsletter program, utilizing a common corporate format and theme to integrate with departmental news.
- Established the first web-based newsletter, allowing more efficient and cost-effective delivery of corporate news, with an annual saving of more than \$50,000 in printing and delivery costs.
- Created media packets for a variety of press conferences.
- Composed press releases.

Activities:

President, Public Relations Student Society of America, 2015

Patricia Melanson

63 Broadway, Brentwood, New York 11717 • (631) 577-9032 • production@media.net

Education**Bachelor of Fine Arts, Communications**

Hofstra University, Garden City, New York, 2003

Associates of Science, Broadcasting

LaGuardia Community College, Long Island City, New York, 1994

Experience**Production Intern**, The Mandy Wilson Show, New York, New York 2/03 – Present

- Work with producers, Viewer Service, and Audience departments in areas of topic research, guest selection and relations, ticket distribution, bookings, audience management, and general office support.
- Provided technical assistance to Control Room engineers during editing sessions.

Faculty Assistant, Hofstra University, Garden City, New York 6/99 – 9/99

- Coordinated the computerized scheduling and technical set-up of audio and visual equipment
- Screened calls, processed equipment request forms, and maintained departmental logs and files

Public Relations Assistant, Larry Spinner, *Jazz Musician*, East Hampton, New York 1/02 – 3/02

- Actively promoted artist's music and engagements throughout college towns and medical communities
- Distributed media kits and other marketing materials, conducted telephone campaigns, and performed Internet research to track local venues

Video Operator, Music Television Communications, Huntington, New York 1/01 – 3/01

- Reported directly to the Video Production Supervisor with responsibility for managing broadcast reception operations for nine network channels spanning the East and West Coasts
- Coordinated program back-up procedures, transmitted tones, monitored intervals, keyed program titles and graphics, and maintained log reports

Production Intern, The David Browne Show, New York, New York 9/00 – 12/00

- Researched, generated, and pre-approved show topic ideas reflecting viewer interests
- Conducted pre-show interviews by telephone as part of the studio's guest selection process
- Provided office support in areas of correspondence, filing, mail processing, and faxing

Production Intern, Media Communications, Hauppauge, New York 6/00 – 9/00

- Assisted in all phases of production processes demonstrating a proficiency in camera and lighting techniques, and an ability to work in accordance to floor plans and edit sheets

Computer Skills**Hardware/Software:** Windows 95/MacIntosh; MS Word/Excel; Quark Express; Louth Systems**Arts:** Camera and lighting techniques; analogue film and video editing**Professional Affiliations**

American Women in Television

GREG SAMPSON

214-768-6658 • greg.sampson@gmail.com • Denton, TX • Willing to relocate/travel worldwide

RELEVANT EXPERIENCE

BRAND MARKETING INTERNSHIP

June 2019-December 2019

EXECUTIVE INITIATIVES, LLC—Denton, TX

Secured internship as 1 of only 3 students selected from more than 1,000 candidates for a double internship (Summer and Fall 2019). 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

May 2018-December 2018

TECHBIZ SOLUTIONS, LLC—Denton, TX

Obtained an internship that was expanded through Fall 2018 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.**

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (GPA: 4.0/4.0)

December 2019

THE UNIVERSITY OF NORTH TEXAS (UNT), Denton, TX

COURSEWORK HIGHLIGHTS:

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

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 BRANDING:** Rebranded Pepsi products and created advertising for the millennial generation.

ORGANIZATIONS & LEADERSHIP POSITIONS:

- **STUDENTS' MARKETING ORGANIZATION OF AMERICA:** President (2 years), Member (4 years)
- **TEXAS MARKETING CLUB:** Treasurer (1 year), Member (3 years)
- **BUSINESS LEADERS OF UNT:** Member (4 years)

Olivia M. Arkets

34 Beacon Hill Lane · Centerport, NY 10090 • 631-555-5555 • omarkets@example.net

EDUCATION, AWARDS & DISTINCTIONS

Bachelor of Business Administration, Marketing, 2004. NEW YORK UNIVERSITY, New York, NY

Major GPA 3.8, Overall GPA 3.6, Recipient of two academic scholarships.

One of two graduating students to receive departmental honors from the Marketing Department's faculty.

American Marketing Association Honor Society, American Advertising Federation Honor Society.

Associate of Science, Business Administration, 2002. Nassau Community College, Garden City, NY

Overall GPA 3.8, National Dean's List, Glenn A. Sparrow Award for Community Service.

COLLEGE LEADERSHIP, ACTIVITIES & PROJECTS

Vice President, New York University's Advertising Club, 2003-2004

Contributed to doubling the club's membership by enhancing outreach efforts to all students. Created and disseminated flyers, updated database of prior members for e-mail campaign, and announced meetings whenever possible to encourage participation. Coordinated and assisted with the organization of high quality speaker programs.

Participant & Presenter, National Student Advertising Competition, 2003

Working on both the creative and media sub-teams, planned media buys and wrote advertising copy including the slogan and tag line for a soft drink campaign that formed the basis of this college competition. Honored with a leading role in the project, made presentation to a panel of five judges as well as a large regional audience from 20 colleges.

Participant, Chancellor Awards Committee, 2001-2002

Served as a student representative helping run a survey to determine the recipients for Excellence in Teaching and Distinguished Professor Awards at Nassau Community College. Compiled survey responses from students and created six summary reports. Presented findings at a board meeting of ten college deans.

Marketing Projects: Consumer Behavior, Retail Management & Business Policy Courses, 2002-2004

Analyzed marketing strategies for real and fictional companies. Conducted PowerPoint presentations and wrote several 20-30 page reports on business strategies for marketing, customer service, public relations, and advertising. Authored company mission statements, press releases, and ad copy.

GENERAL BUSINESS EXPERIENCE

Marketing Assistant, 1-800-FLOWERS, Westbury, NY

Summer 2003

- Utilizing Excel Spreadsheets, tracked sales statistics from Internet and retail purchasing.
- Coordinated the production and shipping of seasonal merchandise displays.
- Wrote captions and handled other copyediting for the company's website.

Administrative Assistant, SBR CORPORATION, Northport, NY

Summer 2002

- Complied, reviewed, and disseminated information relating to inventory management.
- Answered incoming calls from clients and vendors and handled inquires as appropriate.
- Drafted and typed correspondence for company president and other staff.