

# COMMUNICATION SPARTAN

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Spartan Avenue East Lansing, MI

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## EDUCATION

Michigan State University, East Lansing, MI  
Bachelor of Arts, Communication • Minor in Sales Leadership  
GPA: 3.6/4.0

Dec 2024

## EXPERIENCE

*Professional Sales Intern* May 2023 – Present  
Thomson Reuters, Dexter, MI

- Identify client needs to sell training and products; generate over \$5,000 monthly
- Identified 16 new client leads through prospecting, research, and cold calling efforts
- Closed over \$14,000 in prepaid training program sales, tracked using Salesforce

*Sales Intern* Jan 2022 – Dec 2022  
Gannett, Lansing, MI

- Worked with Lansing State Journal local Gannett affiliate to produce bi-weekly content
- Assisted in developing local client-specific advertising solutions to meet client needs
- Prospected two new clients and developed a new business strategy to help pitch their business
- Developed needs analysis for four clients to counteract current company concerns
- Scheduled weekly advertising placements for three new clients to generate local exposure

*Account Executive Intern* Jan 2021 – May 2021  
The State News, East Lansing, MI

- Coordinated print and digital ad space for three long term clients
- Generated an average weekly revenue of just over \$5,000 in advertising sales
- Presented new campaign idea that targeted Old Town; included ad space and coupons to generate interest and new business
- Completed an average of 30 cold calls a week to new business prospects in Lansing area

## HONORS AND ACTIVITIES

MSU Global Sales Leadership Society, Member Jan 2021 – Present  
*Kelli Hughes Memorial 5k planning committee*

- Secured 3 corporate sponsorships for annual memorial 5K event averaging \$4,000 each
- Worked with city departments to secure route and emergency services

*Chief Event Coordinator* Aug 2021 – May 2022

- Collaborated with MSU Career Center to plan annual Sales Career Fair
- Assisted on site with set up, employer questions and registration, and student check in

Sales Competition, third place winner

February 2022