

# ADVERTISING SPARTAN

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## EDUCATION

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### Michigan State University

May 2027

Bachelor of Science, Advertising Management

Minor in Advertising Analytics

### Advertising and Public Relations a'la Mediterranean | Rome, Italy and Cannes, France

Jun 2025

- Conducted a comparative analysis of cross-cultural advertising strategies; presented data-driven insights during a faculty-led seminar
- Attended the Cannes Lions International Festival of Creativity to explore global advertising trends, with a focus on campaign performance metrics and consumer behavior analytics

## EXPERIENCE

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### Media Buying Intern | Starcom | Chicago, IL

Jul 2025 - Aug 2025

- Coordinated a pro-bono media buy for Illinois Parks and Wildlife to secure ad placements
- Gathered information and constructed competitive analysis for future media planning objectives
- Collected information on various planning rates for prospective out-of-home media buys for BMW
- Pitched new business to two local clients for the pro-bono division contributing to strategic outreach efforts that expanded community partnerships

### Advertising Intern | Queue Advertising | Lansing, MI

May 2024 - Aug 2024

- Developed client packets including sample work, media buy packages and graphic design drafts to provide to potential clients
- Support client campaign execution, aligning media strategy with brand objectives
- Organized and executed the re-branding of the Meijer website by collaborating with two interns

### Research Team Associate | Cedar Banks MSU AAF | East Lansing, MI

Sep 2023 - May 2024

- Developed and executed three focus groups targeting three largely different demographics to better understand the cosmetic market for client, Mary Kay
- Analyzed and organized focus group results and assisted in the data's application to creative and promotional pieces

## PROJECTS

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### "20 Days Fresh" | Fresh Thyme

Apr 2025

- Developed print and digital materials for local organic food store, including a focus on the health benefits of buying local and organic

### #COMARTSCI | College of Communication Arts and Sciences Rebranding

Oct 2024

- Worked with two other advertising students to coordinate and execute a rebranding initiative for the college by designing and assisting in the implementation of new logos

## SKILLS

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**Social Media:** Facebook, X/Twitter, Instagram, Snapchat, Pinterest, Google+, LinkedIn

**Analytics:** Google Analytics, Meta Business Suite, Microsoft Excel, Tableau