

Client Name

clientname@yahoo.com • Street Address • West Planis, Missouri 63145 • 222-222-2345

CAREER TARGET: **PROGRAM COORDINATOR**

Public Relations • Marketing • Sales • Communications • Media Relations • Event Planning

Proven track record of successful public relations, sales, marketing, leadership and communication. Three years of experience working in University Admissions as Orientation Leader and Student Ambassador — awarded MVP for excellent service. Achieved success as Marketing Director for multi-million dollar franchise while managing a \$75,000 yearly marketing budget.

Strengths: Articulate and persuasive. Creative and team oriented, with a proven ability to think strategically, overcome obstacles, and to meet deadlines. Visionary leader who inspires others to achieve extraordinary results. Adaptable, resourceful, and goal oriented.

- Earned Bachelor of Arts Degree in Communications Studies with a minor in Integrated Marketing Communications and Human Resources.
- Experienced in developing direct marketing plans to meet gross sales and profit targets. Managed operational details of various functions, making certain all contractual obligations were fulfilled.
- As a hospital marketing and public relations intern in two hospitals, served in capacity of communications liaison called upon to deliver weekly updates on-air for local radio show, and produced hospital newsletters and newspapers.
- Planned, developed and implemented monthly in-store theme-based events attracting families to increase store revenue.

Technologies: Windows, MS Office, Adobe In-Design (MAC)

Professional Experience

Canes, St. Peters, MO

2013 – Present

MARKETING DIRECTOR – BUSINESS DEVELOPMENT

Drive outside sales by building affiliations with school programs, fund-raising, third party sales and community events. Lead consistent revenue increases for a \$5.5 million a year store by planning and executing monthly family events, promotions, and catering. Manage all store advertising and supervise up to 20 employees.

- Captured large-school account previously held by another vendor and developed contractual relationship with public school district of more than 17,000 students and 3,500 employees.
- Increased average customer sales by \$2.20 per person per order for an average of a 25% increase in in-store sales through effective associate training in suggestive selling.
- Secured vendor service for private school with 350 students.
- Average more than 200 guests at each monthly event earning up to \$9,000 in just 3 hours.

NORTHWEST MISSOURI STATE UNIVERSITY, Maryville, MO

2010 – 2013

ORIENTATION LEADER (2010–2013)

Led small and medium sized group tours and played a key role in orientation lectures and seminars. Assisted in the setup and tear down of a First Step Orientation Program on campus. Advised new incoming students how to create the best possible class schedule for their college career.

- Voted Orientation Leader M.V.P in 2011.
- 1 of only 3 incoming freshmen students hired out of more than 90 students interviewed for 20 positions.

CLIENT NAME

STUDENT AMBASSADOR (2011–2013)

Established rapport with students and parents to assist transitions regarding admissions, financial aid, housing, and career placement procedures.

- Conducted school tours of 25-30 people to help recruit potential students and families.
- Called high school seniors twice a month to maintain constant communication.

LIFEWAY CHRISTIAN STORE, Rockport, MO

2012 –2013

SALES ASSOCIATE — PART-TIME EMPLOYMENT WHILE FULL-TIME COLLEGE STUDENT

Recruited to position by store manager. Helped with stocking and inventory.

- Consistently ranked as #1 in Plus Sales each month.
- Greeted customers with a friendly and welcoming manner.

Professional Internships

SAINT SIMON MEDICAL CENTER, Maryville, MO

Spring 2013

MARKETING AND PUBLIC RELATIONS INTERN

Wrote articles and took photos for employee newsletter. Worked with Referral Services Managers on community events. Researched and composed news releases.

- Published from conception to completion monthly full-service newspaper, highlighting special interests.
- Called upon to participate in committees to screen and hire physicians.
- Represented Medical Center at monthly Rotary and Chamber of Commerce meetings.

MERCY HOSPITAL, St Louis, MO

Summer 2012

MARKETING AND PUBLIC RELATIONS INTERN

Prepared weekly employee newsletters. Represented Mercy Hospital at Chamber of Commerce, Rotary, Kiwanis and charity events. Captured events sponsored by Hospital using state-of-the-art camera.

- Utilized specialized knowledge of Adobe In-Design to publish marketing materials.
- Interviewed by local radio station, WCFF, every Friday morning to discuss Hospital's upcoming events.

Education

BA, Communication Studies, SOUTHWEST MISSOURI STATE UNIVERSITY — 2013

Minor: Integrated Marketing Communications and Human Resources Management

Completed four-year degree in three years. | 3.7 / 4.0 Cumulative GPA | Phi Beta Sigma Honor Society

Community Involvement

Vice President Professional Relations HR Redhawks
Member Society for Human Resources Management
Member Student Alumni Society
Member Tarkio Baptist Church Exalt College Ministry
Member Comrades Communication Society
Participant Intramural Sports