**Sally Stetson** Street Name Unit #, City, State Zip code

(555) 555-5555 | sally@stetson.edu

**EDUCATION**

STETSON UNIVERSITY, DeLand, FL

**Bachelor of Business Administration**; GPA: 3.67 May 2018

Major: Marketing; Minor: Communication and Media Studies

Course Projects

*Integrated Marketing Communications (MKTG 440)*  Aug 2017 – Dec 2017

• Organized and managed a limited budget (within classroom setting) to create an in depth marketing campaign which included a buyer persona, creative brief, media release, and press release components

Relevant Coursework

Consumer Dynamics, Marketing Research, Marketing Strategy, Marketing Analytics, Professional Selling and Communication, Social Marketing for Social Change, Digital Marketing

**EXPERIENCE**

THE NITTY GRITTY, DeLand, FL

**Marketing Coordinator** May 2016 – Present

• Write and publish Facebook and Twitter posts for over 450 followers

• Develop promotional advertising for weekly drink specials

• Communicate with student organizations to schedule “Nitty Cup Night” fundraisers

• Brainstorm digital media campaign strategies with managers and employees

STERLING COOPER ADVERTISING, Tampa, FL

**Sales Intern** May 2017 – Aug 2017

• Supported creative and analytics teams to compile sales proposals for a mobile network startup

• Created sales decks and reports using Ad Data Express, Targus Info, and Excel

• Collaborated with contacts at 4 advertising agencies during the sales cycle

• Analyzed information from Dart for Publisher (DFP) and reported to colleagues on campaign progress

• Assisted 3 interns with summer industry projects analyzing potential competitors

**COMMUNITY INVOLVEMENT & LEADERSHIP**

AMERICAN MARKETING ASSOCIATIONJan 2016 – Present

**President** (Jan 2017 - Present)

• Network with marketing professionals to organize speaker events throughout semester

• Determine semester goals and plan 10 events with executive board

• Coordinate site visits to marketing and sales firms

**Operations Director** (Sept 2016 – Dec 2016)

• Administered up-to-date, detailed database of information for 150 alumni and employer contacts

• Maintained member resume book to ensure professional product was delivered to employers

AUTO APPRECIATION ASSOCIATION Jan 2015 – Dec 2016

**Founder/President**

• Created mission statement, bylaws, and branding according to university guidelines

• Organized antique car show that raised $1,500 for local high school auto mechanic program

• Taught basic car maintenance to high school students on a restored 1977 Chevrolet Camaro; sold for $9,500 with profits benefiting local homeless shelters

**SKILLS**

Advertising Software: Adobe Premiere Pro, Google AdWords, Illustrator, Magisto Video Editing

Language: Fluent in Spanish; Proficient in French and Mandarin Chinese