

# Sally Stetson

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## 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 ASSOCIATION

Jan 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