

## Full Name

111 Street Ave \* Los Angeles, CA 90024 \* myemail@fake.com \* 555-444-4444

## EDUCATION

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**University of California - Tucson, AZ** December 2012

### ***Bachelor of Arts Degree in Interdisciplinary Studies***

- *Concentration:* Business, Communication, and Media Arts
- *Coursework:* Marketing, Organizational Behavior, and Business Writing
- *Honors:* Preceptor/Teaching Assistant in Human Resources/Organizational Behavior class; selected based on academic performance
- *Activities:* Community Service Chair of Alpha Phi Sorority; representative in Delta Law Fraternity

## WORK EXPERIENCE

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**Parking Startup - Chatsworth, CA** June 2012 – Dec. 2012

*Technology startup with new application, to allow automatic payments for parking meters*

### Marketing and Promotional Representative

- Participated in initial product development and marketing efforts, including helping to write initial marketing plan
- Approached over 500 potential clients; brought in 30 new clients through direct marketing efforts
- Assisted in writing marketing and sales collateral, including identifying marketable features and benefits
- Supported brand awareness and customer engagement in the Chatsworth area

**Frank de Leon - Tucson, AZ** Jan. 2011 – May 2012

### Production Assistant

- Acted as a script supervisor and provided A/V assistance for several productions
- Received credits for the filming of the “Grandkids” trailer and Tucson Wildlife owl episode
- Aided in marketing and promotional efforts, including helping to write marketing materials

**The University of California School of Music Recording Studio - Tucson, AZ** Sep. 2011 – Dec. 2011

### Production Intern

- Provided A/V assistance, including editing and sound engineering using Peak and Digital Performer
- Built relationships with current and potential clients; answered phones and customer inquiries

**Roberts Shoes - Chesterfield, MO** May 2009 – Jan. 2010

### Assistant Store Manager

- Promoted to assistant store manager after 1 month, based on excellent performance and sales record
- Had a reputation for providing excellent service to clients; built a loyal client base of 100 repeat customers in six months
- Helped clients in product selection and fit; had intimate product knowledge of all merchandise

## MARKETING PROJECT EXPERIENCE

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**The Writing Place (High School Writing Center) - Someplace, AZ** October 2012

- Wrote strategic marketing plan, including marketing support materials such as posters and fliers
- Established new branding strategy for the high school writing center; conducted SWOT analysis
- Managed relationships with clients; gave a formal presentation of the complete marketing plan

**Sometimes (Movie) - Tuscan, AZ** June 2012

- Developed a comprehensive marketing plan, including posters, literature, and marketing support materials
- Composed press kit and developed a creative advertising strategy, including designing a film trailer

## ACTIVITIES, SKILLS, AND PROFESSIONAL AFFILIATIONS

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- Proficient in Microsoft Office Suite, including Excel, Word, Access, Outlook, and PowerPoint
- Experience with musical software, such as Peak and Digital Performer, with emphasis in MIDI
- Volunteer for events at Variety Magazine; keep up-to-date on developments in the entertainment industry