

Alyssa M. Kendzior

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Employment Objective

To obtain a career in marketing and advertising

Related Employment Experience

Digitas-Marketing Intern, Detroit, MI

June 2010-August 2010

- Updated monthly metrics reports using DFA, which enables tracking, measuring, and reporting on activity associated with online advertisements, for GM College, Military, Mobility, and Alternative Fuels Paid Search.
- Researched Cadillac, GMC, and Buick YouTube advertisement videos and recommended videos that will be featured on the YouTube Always-On Cadillac, GMC, and Buick campaigns.
- Refreshed creative text for the GMC and Buick search campaign.
- Updated spreadsheets and created work orders for the creative creation of GMC Dynamic Mini ELP's, Dynamic TPS, and IOM OLA display units using the MRM database.
- Updated the monthly CSD (Creative Strategy Document) by strategically assigning GMC and Buick OLA units to a number of websites.
- Reviewed GM OLA units on the MRM database and created work orders for the units to be uploaded onto the Asset Central database.
- Researched and provided insight on the latest OLA video display unit trends in order to re-engage on video integration tactics within the existing in-market OLA units.
- Worked closely with Digitas interns in both the Detroit and Boston offices to successfully complete, present, and win the Digitas case study competition.

Clear Advantage-Marketing Intern, Grand Rapids, MI

December 2009-May 2010

- Assisted in the evaluation of Clear Advantage's marketing plan and strategy
- Networked with student organizations and professors to market the Clear Advantage product

Laker Late Night Intern-Design & Marketing, Allendale, MI

December 2009-May 2010

- Created weekly Laker Late Night advertisements using Microsoft Publisher
- Networked with fellow students and organizations to create Laker Late Night event activities
- Monitored and assisted at Laker Late Night events

The City of Portage-Cultural Assistant, Portage, MI

May 2009-January 2010

- Assisted in the operational aspects of cultural events for the Summer Entertainment Series
- Assisted in marketing efforts such as evaluating and creatively constructing brochures

Education

Grand Valley State University, Allendale, MI

Expected Graduation Date, Fall 2011

- Bachelor of Business Administration
- Major in Marketing
- Three time Dean's List recipient (3 semesters), Cumulative GPA 3.48

Additional Employment Experience

Asiago's Bakery and Deli, Kalamazoo, MI

June 2008-August 2008

Fazoli's Italian Restaurant, Portage, MI

June 2006-August 2007

Computer Skills

Project Management, Data Management, OLA Asset Management, DFA (DART for Advertisers), Microsoft Word, PowerPoint, Publisher, Excel

Community Relations

American Marketing Association
Susan G. Komen Race for the Cure
Metro Detroit Youth Day

September 2007-Present

May 2009-Present

July 2010

REFERENCES AVAILABLE UPON REQUEST