

1026 Watson Grand Rapids, MI 49401

OBJECTIVE

A marketing position that will enable me to utilize my creative, planning, and organization skills acquired through education and work experience.

EDUCATION

2007 to present

Grand Valley State University Grand Rapids, Michigan
Bachelor of Business Administration in Marketing, Graduation April 2011
GPA: 3.471-Major / 3.569-Overall, Dean's List

RELATED

COURSEWORK

- Marketing Management
 - Completed sections of a marketing plan
- Professional Selling
 - Sold hypothetical product to professor
- Research Basics for Advertising and PR
 - Conducted a focus group & primary research paper
- Marketing Negotiations
- Advertising Copywriting
- Marketing Strategy
 - Designed a Marketing Plan for Cirque du Soleil
- Consumer Behavior
- Marketing Research
 - Creating a Research Proposal and presenting to a company
- Marketing Ethics
 - Analyzing and presenting a business ethical dilemma

SPECIAL SKILLS

- Detailing
- Multi-tasking
- Organization
- Communication
- Creativity
- Project management
- Experience in Microsoft Word, PowerPoint, Excel, & Photoshop

EXPERIENCE

2010 to Present

Chamber of Commerce Grand Rapids, Michigan
Marketing Intern for Quaeris
Responsible for: updating & improving website, maintaining social media sites & attend Marketing Committee monthly meetings

2010 to Present

DeWys Manufacturing Marne, Michigan
Marketing Intern
Responsible for: writing press releases, issuing surveys, analyzing survey results, creating print advertisements, updating website, starting social media, assisting sales manager with competition analysis, collecting testimonials for website, & creating a variety of PowerPoint presentations

PROFESSIONAL ORGANIZATION

2009 to Present

American Marketing Association, Vice President of Advertising

- Update and maintain website
- Create bi-weekly advertisements to promote meetings

ADDITIONAL INFORMATION

2011 Mindscape Online Marketing Seminar (Website development)
2009 Women's Club Volleyball, general member
2008 to 2009 Volunteer at Humane Society, cattery attendant
2008 Volunteer through Junior Achievement