**ADVERTISING SPARTAN**

ad.spartan@gmail.com | 517-555-5555 | Adspartan.com

**EDUCATION**

**Michigan State University** May 2025

Bachelor of Science, Advertising Management

Minor in Advertising Analytics

Study Abroad: **Advertising and Public Relations a la Mediterranean** Summer 2022

Italy and France

* Developed contemporary advertising campaign targeted at different European demographics
* Strengthened presenting to international audiences

**EXPERIENCE**

Media Buying Intern June 2023 - Aug 2023

**Starcom** | Chicago, IL

* Coordinated a pro-bono media buy for illinois Parks and Wildlife
* Gathered Information and constructed competitive analysis for future media planning objectives for Master Card account
* Collected information on various planning rates for prospective out-of-home media buys for BMW and chili’s accounts
* Pitched new business to two local clients for the pro-bono division

Advertising Intern May 2022 - Aug 2022

**Queue Advertising |** Lansing, MI

* Developed client packets including sample work, media buy packages and graphic design drafts to provide to potential clients
* Collaborated with account team to execute client goals
* Organized and executed the re-branding of the Meijer website by collaborating with two interns

Research Team Associate Sep 2021 - May 2022

**Cedar Banks MSU AAF** | East Lansing, MI

* Developed and executed three focus groups targeting three largely different demographics to better understand the cosmetic market for our client, Mary Kay
* Analyzed and organized focus group results and assisted in the data’s application to our creative and promotional pieces

**PROJECTS**

**“20 Days Fresh” |** Fresh Thyme’s Grand Opening Spring 2023

* Developed print and digital materials for local organic food store’s grand opening, including a focus on the health benefits of buying local and organic

**#COMARTSCI** | College of Communication Arts and Sciences Rebranding Fall 2022

* Worked with two other advertising students to coordinate and execute a rebranding initiative for the college by designing and assisting in the implementation of new logos