**ADVERTISING SPARTAN**

ad.spartan@gmail.com | 517-555-5555 | 123 Spartan Way | Adspartanportfolio.com

**EDUCATION**

**Michigan State University |** East Lansing, MIMay 2024

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 for international product and audience
* Worked in a team to pitch campaign to faculty and advisors; awarded second best pitch

**EXPERIENCE**

Media Buying Intern June 2023 - Aug 2023

**Starcom** | Chicago, IL

* Coordinated a pro-bono media buy for Illinois Parks and Wildlife
* Researched and constructed a client competitive analysis for future media planning objectives
* Collected planning rates for prospective out-of-home media buys for two current accounts

Advertising Intern May 2022 - Aug 2022

**Queue Advertising |** Lansing, MI

* Created prospective client packets with sample work, media buy packages and design drafts
* Collaborated with account team to understand objectives and execute on 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

* Conducted three focus groups targeting different demographics to better understand the cosmetic market for our client
* Analyzed focus group results and utilized data to new creative and promotional pieces

**PROJECTS**

**“20 Days Fresh” |** Fresh Thyme’s Grand Opening |East Lansing, MI. Spring 2022

* 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 Rebranding | East Lansing, MI Fall 2021

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

**SKILLS**

Technical: Microsoft Excel, Adobe InDesign, Adobe Photoshop, Qualtrics, Word Press

Language: Italian (conversational)