

IMA PROUD SPARTAN

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EDUCATION

Bachelor of Arts, Advertising May 2019

Michigan State University, East Lansing, MI

- Minor in Public Relations
- GPA: 3.46/4.0 - Major GPA: 3.62/4.0
- Dean's List (5/6 semesters)
- Member of the Advertising Association
- Student Leader for Multi-Racial Unity Living Experience

Study Abroad — American University of Rome, Italy May 2018 - July 2018

Advertising & PR a la Mediterranean

- Studied advertising and public relations topics in broadcast media
- Created PSA storyboard and script on depression for local network
- Attended the International Advertising Festival in Cannes, France

EXPERIENCE

Senior Copy Editor Aug 2018 - Present

Michigan State University American Advertising Association | East Lansing, MI

- Collaborated with a team of four to develop and design 14 campus campaigns for Meijer
- Planned and executed Meijer Spartan Giveaway to promote awareness for the new pricing initiative
- Designed Meijer Spartan Giveaway logo to be used across all marketing collateral, apparel, and signage associated with the event

Server Sept 2016 - Present

Bennigan's | East Lansing, MI

- Collaborated with a team of 15 individuals per shift in a fast-paced environment to serve customers efficiently
- Explored customer needs and provided recommendations to ensure complete satisfaction
- Exceeded weekly ticket sale goals through the use of upselling and suggestive sales

Junior Account Intern May 2018 - Aug 2018

The Millerschin Group | Auburn Hills, MI

- Conducted studies and research on new business opportunities in Chicago
- Researched and tracked competition for company comparison
- Interacted with clients to bring project goals to fruition
- Budgeted the 10th Annual Witzemann Customer Appreciation Golf Outing
- Trained new intern for the summer to allow for seamless transition

Marketing & Advertising Intern Aug 2017 - Dec 2017

King Media | East Lansing, MI

- Implemented new business communication strategies with eight clients
- Recorded billing services and invoices in an accurate and timely manner
- Initiated cost-effective strategies with Michigan State University's Marketing Mix for campus promotion

SKILLS

- Five years of study in French, written and spoken
- Proficient in Microsoft Word, Excel, and Powerpoint
- Working knowledge of Adobe Photoshop, InDesign, and Illustrator

RESUME TIPS

• Check your contact information: Are you using an appropriate phone number and email address?

• Think about your format: Is your content consistent, organized and easy to read?

• Organization membership shows you have time management skills, additional interests and are well rounded.

• Think like an employer: What is important to them?

• Bullets should highlight key skills: Project management, leadership, teamwork, communication, budgeting, etc.

• Tell your story, not just a list of tasks: Use action words, be descriptive, use quantitative and qualitative info.

• Use your skills section to point out anything extra that you have not discussed in your experience bullets.