

Sample Resume by Thea Kelley

Name

city, state, zip | phone # | email | website

Versatile, resourceful **Marketing Professional** with five years experience. Ready for new challenges requiring drive, dedication and entrepreneurial spirit.

“(Name) was a star on our staff. She has the best work ethic and instincts possible.”

- (Manager's Name, Anonymous Entertainment Company)

EXPERIENCE

Anonymous Entertainment Company

2007 – 2012

College Marketing Representative (Part-Time)

City, State

Marketed music releases for national leader in music distribution. Built awareness on all major Bay Area college campuses and in “lifestyle” retail stores. Developed and implemented marketing strategies for 10 releases per month through value-add campaigns, events, enter-to-win contests, radio / Web / print publicity, mailings and cold calling. Used Facebook and Twitter to blast out news, links and widgets. Designed and wrote advertisements, wrote and edited newsletters and sales sheets. Started as Intern in 2003; hired in 2004.

- Significantly expanded base of venues and contacts through cold calling and in-person visits.
- Identified and targeted “tastemakers” such as commercial / college DJs and local magazines for publicity.
- Planned, set up, managed and implemented numerous events. Successfully promoted at large events such as Anonymous University Festival, where the line for AEC’s booth stretched right out the door of the hall.
- Gathered sales performance feedback from local stores; reported results to headquarters and recommended adjustments in marketing strategy. Analyzed and reported on new releases’ rankings on college radio stations.
- Mentored several new college representatives and trained 15 interns.

Anonymous Airline

2010

Brand Ambassador, Fall Semester Promotional Program (Part-Time)

City, State

Developed campus-wide marketing campaign at Anonymous State University for low-cost airline. Organized and managed events, while tying into existing events. Publicized events, discounted airfares and special offers through campus radio and newspapers. Created word-of-mouth marketing through online and traditional campaigns.

- Identified numerous local promotion opportunities, ran successful events, and increased Web traffic.
- Coached and guided other Brand Ambassadors.

Online Dating Company

2007

Sales Representative (Part-Time)

City, State

Exceeded goals as telemarketer for the nation’s premier website for singles.

- Earned promotion to special role focusing on high-potential prospects.

EDUCATION

Bachelor of Science in Business Administration, Anonymous State University (2012)

- Worked two to three part-time jobs at a time while carrying a full-time courseload and maintaining solid academic performance.

Music and Recording Industry Program, San Francisco State University (2007)

TECHNICAL SKILLS

Proficient with MAC and PC, Microsoft Office, Adobe Photoshop, social media