

**KEY WORDS:** SHOW experience in the following: communication, leadership, adaptability, teams, project management

LinkedIn

## Anita Job

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**Strategy:** Bolding of key words....

### Marketing Professional

Marquis

**AMA certified marketing professional** with applied experience in social media encompassing all platforms. Leader for project based experience supporting client media development. Broad technical competencies encompass web design and development as well as graphic design and other media. **Strengths:**

- Branding/Strategic Media Planning
- Project Management
- Business Development
- Data Analytics

List **strengths** as they relate to job description...  
**TELL**

- Advertising
- Twitter, Facebook, LinkedIn, Pinterest
- YouTube Video Production
- Web Design and Development

Table

### EDUCATION AND HONORS

**Bachelor of Business Administration: Marketing**, December 2015  
East Tennessee State University, Johnson City, Tennessee

**GPA: 3.752**  
Accreditation: AACSB

#### Honors:

Dean's List, Fall 2011-present  
Hope V. Wells Scholarship, 2011

Honors College, Fall 2011-present  
Beta Gamma Sigma, Fall 2014-present

#### Affiliations and Volunteerism:

Volunteer, Haven of Mercy Soup Kitchen, 2011-present  
Committee Chair—Hospitality, Kappa Delta, 2011-present

Member, American Marketing Association, 2011-present  
Volunteer, Northside Hospital, 2011-present

### EXPERIENCE

**SHOW** application of strengths in experience

#### Supervisor; Sales Representative

DIAL AMERICA MARKETING, Johnson City, Tennessee

January 2010-present

- ✓ Coached sales associates to improve sales and customer service. Interacted with management team regarding development of sales goals and recruitment of new hires. Promoted to supervisor in six months.
- Mentored 22 current/new associates, developing sales/marketing scripts to improve sales performance by 35%
- Consistently recognized for individual and team sales performance, exceeding 2009 sales goals by 25%
- Used data analytics gleaned from market research to target new markets for products
- Chosen Representative of the Month: March 2010

Responsibilities

Result 1:  
Numbers

#### Marketing Internship

EDGE CREATIVE GROUP, Johnson City, Tennessee

January-April 2015

- ✓ Consulted with client regarding design and development of new marketing campaign for D'oro Pickles
- Partnered with 5 member Edge design team to pitch 3 concepts to management; strategy implemented May 2009
- Utilized social media platforms as well as YouTube to design, develop, and promote client products/brand
- Launched reengineered web site, increasing web traffic by 25%

Results

Result 2: Honors

#### Sales Representative

(TSR), THE FANEIUL GROUP, Johnson City, Tennessee

January 2008-January 2010

- Provided support to current client base; charged with expansion into Mid-Atlantic territory
- Teamed with co-workers, contacting over 1000 clients to market services and upgrade systems

### ACADEMIC PROJECTS AND LEADERSHIP

#### Student Marketing Consultant

OASIS COFFEEHOUSE, Johnson City, Tennessee

September-December 2014

- Designed and administered market research instrument to determine customer coffee preferences
- Analyzed data and developed marketing plan; presented findings to corporate CEO

Result 3:  
Impact Projects

#### President, ETSU American Marketing Association

September 2014-present

- Increased membership by 50% during tenure as President
- Led team, awarded first place, attending AMA Marketing Competition, San Diego, California