

# Madison Example

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## PROFESSIONAL SUMMARY

Communication studies major with knowledge in marketing strategies used to create visually appealing content that draws readers in. Sales and marketing professional with 2 years of experience in digital and print marketing, project management, and relationship development. Experienced in project selection, planning, promoting, and execution.

## EDUCATION

### Bachelor of Arts in Communication Studies

Anticipated May 2023

Regent University, Virginia Beach, VA

- **Specialization:** Advertising-Public Relations
- **GPA:** 3.6
- **Honors:** University Communications Honors Program (2018); Dean's List (2016, 2017, 2018)
- **Relevant Courses:** Foundations of Communication, Sales & Marketing, Public Relations

## RELEVANT COURSE PROJECTS

### Team Member, Sales & Marketing

August 2021 – December 2021

Regent University, Virginia Beach, VA

- Designed and implemented a marketing strategy for local non-profit organization by applying online networking tools
- Created presentation based on the effectiveness of visual displays
- Managed team of 9 colleagues to carry out an online marketing project that raised \$8,000 for Race for the Cure

### Student Program Developer, Public Relations Campaigns

January 2020 – May 2020

Regent University, Virginia Beach VA

- Created 13 hypothetical integrated and multi-tiered new store opening programs in domestic and international locations

## ADDITIONAL EXPERIENCE

### Sales Associate, Macy's, Virginia Beach, VA

April 2019- November 2021

- Collaborated with 6 team members to ensure customer satisfaction
- Applied time management skills during holidays such as Black Friday and Christmas to restock shelves in a timely matter with 400+ pieces of merchandise
- Optimized the check-out procedure with sales manager by 25% by implementing a bagger during busy phases

## COMMUNITY SERVICE

### Soup Kitchen Meal Server

June 2021 – Present

Christian Embassy International Church, Chesapeake, VA

- Serve over 55 local homeless community members in the surrounding Hampton Roads area approximately 1 or 2 times per month by preparing and serving donated nutritious meals
- Recruit and collaborate with 12+ local food service business owners to donate nutritious perishable and nonperishable goods for the church food bank

## SKILLS

- Proficient in Microsoft Office and Adobe InDesign, Premiere Pro, Audition, and Photoshop
- Strong interpersonal, analytical, public speaking, communications, and creative skills
- Knowledgeable in managing social media platforms such as, Facebook, Twitter, YouTube, etc.