

Creative Format for Entry-Level Candidate – Transitioning into Marketing Role

Creative format is appropriate for a candidate marketing him/herself for a creative position. Thinking outside of the box can engage the reader and lengthen the screening process.

Reverse chronological format with functional subheadings to create more interest in the presentation of one career position

Summary includes 3 bullet points and a core skills list down the right margin along with 3 quotes from performance review

Accomplishments are presented in bullet points to grab readers' attention and ensure they read the most important aspects of her candidacy

JENNY LAMORE

MARCOM CANDIDATE

"...great attitude toward her job and the company..." *"...her quality is exceptional..."* *"...she plays a vital role within the team..."*

- Offer a **blend of creative and analytical strengths** to fuel marketing and communication initiatives including pre- and post-campaign assessments, SWOT and market analysis, marketing research, and consumer behavior and economic trending.
- Performed in-depth research during completion of a BBA in Marketing, looking into the marketing practices of such organizations as Boeing, GM, and Gillette to **define target audiences, messaging strategies, customer loyalty, and campaign platforms.**
- Demonstrated **strong multitasking, organizational, and communication skills** while engaged in professional and student assignments; worked with cohorts as the VP of the Collegiate Marketing Club and planned the club's calendar and event agendas.

B2B Marketing

Marketing Planning

Marketing Research

Marketing Management

Database Administration

Business Communications

Reporting & Presentations

ACADEMIC BACKGROUND

Bachelor of Business Administration (BBA) in Marketing : 2008
University of Central Florida, Orlando, FL

Academic Honors: Dean's Honor Roll; Regent's Fee & Dean's Waiver; Scholarship Recipient; VP of Collegiate Marketing Club

PROFESSIONAL EXPERIENCE

Marketing Informatics Group, Orlando, FL
Data Acquisition Specialist : 2008-present

Charged with updating and correcting data cards stored in an online database search engine—with 50,000+ data cards promoting a plethora of list owners—providing information on mailing lists and insert media programs to the brokerage community. Utilize available resources to research data card and list details, ensuring all data cards contain accurate descriptions, category codes, owner information, and pricing. Collaborate with peers to drive completion of tasks with a focus on efficiency and quality.

- **Surpass productivity expectations by at least 76%**, entering an average of 150 cards each day—against a goal of 50-85 cards—with some days reaching 500+ cards keyed; **rank as the #1 performer on a 7-person team.**
- **Serve as a 'go-to' person when peers require training**, creating an entire training program outline to drive application of best practices in reviewing printed information, making rapid comparisons, and securing required data for card completion.
- **Rebuild relationships with list managers**, initiating contact to collect up-to-date data card information; support the goal of increasing daily counts, eliminating 75% of all outstanding edits, and updating all cards that are more than 1 year old.

Early Learning Child Development Center, Winter Park, FL
Office Assistant & Childcare Provider : 2004-2007

Planned and designed monthly bulletin boards based on thematic units and content structures within the infant and toddler classrooms. When not in the classroom caring for children aged 6 weeks to 24 months, performed administrative support functions including answering a multi-line phone system, filing paperwork, and writing receipts.

- **Introduced the school to interested parents**, taking prospective clients on tours, providing an overview of the target classroom's infrastructure and demographics, and answering questions so parents could make informed decisions.

TECHNICAL SKILLS

Word, Excel, PowerPoint, Outlook, SPSS; 65 wpm

COMMUNITY INVOLVEMENT

Volunteer, Benevolence Committee for monthly food and clothing drives

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