**Jane Doe**

**1234 Main Street  Pleasantville, MA 12345**

**123.456.7890  jane@gmail.com**

**Education**

**Williams College –** Williamstown, MA

B.A. in Math, June 2017

Dean’s List Spring 2015

**Experience**

**Marketing Researcher**, Visit Florida, National Student Advertising Competition, Spring 2016

* Prepared $7MM fully integrated brand plan as part of nation’s largest student advertising competition
* Placed first at regional competition in Sioux City, Iowa with a team of 5 students
* Developed and executed comprehensive research plan including recruiting 120 respondents, preparing qualitative questionnaire for 12 focus groups, and coding research data

**Media Director**, Toyota Matrix, National Student Advertising Competition, Spring 2015

* Placed eighth nationally out of 150 schools at national competition in Los Angeles, California
* Helped develop $35MM marketing communications plan presented to Toyota and Saatchi & Saatchi
* Led team of three in creating media plan comprising media selection, scheduling, and budgeting across TV, print, radio, out-of-home, and online

**Advertising/Marketing Intern**, Wilks Broadcasting Inc., Springfield, MO, Jan 2014–May 2014

* Organized and loaded radio commercials for 20 national and regional clients including Tylenol, Blockbuster Video, and Enterprise Rent-A-Car
* Scheduled more than 500 individual spots across all day parts
* Wrote three press releases announcing concert sponsorships distributed to local media
* Developed promotional plans and helped with all executional elements for three area concerts
* Worked 12 hours/week while maintaining a full course load

**Customer Courtesy Associate**, Wal-mart Stores Inc., Springfield, MO, June 2013–present

* Awarded “four-star cashier” out of more than 50 cashiers for superior performance
* Selected to serve on store’s risk management team
* Work 30 hours/week during school year and full-time throughout the summer

**Activities/Interests**

* American Advertising Federation, Member, 2014–present
* Marketing Club, Member, 2014–present
* Gargoyle Society, Member 2013–2015
* Gold Student Addy Winner, 2015
* State Film Festival, Entrant, 2013
* Interests include: sports, traveling, hiking, photography, and the letter E