

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 2024

Regent University, Virginia Beach, VA

- **Specialization:** Advertising-Public Relations
- **GPA:** 3.6
- **Honors:** University Communications Honors Program (2022); Dean's List (2021, 2022, 2023)
- **Relevant Courses:** Foundations of Communication, Sales & Marketing, Public Relations

RELEVANT COURSE PROJECTS

Team Member, Sales & Marketing

August 2022 - December 2022

Regent University, Virginia Beach, VA

- Designed and implemented a marketing strategy for local non-profit organizations 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 Campaign

January 2021 - May 2021

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 2021 - November 2022

- 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 manner 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 2022 – 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 to the church food bank

SKILLS

- Proficient in Microsoft Office and Adobe InDesign, Premier 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.