**COLLEGE STUDENT RESUME**

John K. Doe

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Linked In URL

**Summary:**

Proactive advertising / P.R. professional with five years’ experience and demonstrated abilities in account management, sales, press relations, direct marketing and graphic design. Skilled in budget management, preparing and delivering sales pitches, upselling services and managing all phases of accounts. Expertise includes supervising employees, writing media proposals and designing marketing strategies.

**Experience:**

**Retro Advertising, N.Y., N.Y., Account Manager, 2017 – present**

* Build and maintain client relationships
* Manage all aspects of client accounts-- planning, coordination and implementation.
* Determine campaign objectives and devise strategies for ad campaigns.
* Oversee ad campaign budget expenditures in excess of $90 million annually.
* Client list includes food service, pharmaceutical and financial services companies.
* Supervise and direct team of twelve.

**C.S.A. Public Relations, N.Y., N.Y., Public Relations Associate, 2016-2017**

* Wrote feature articles, fact sheets and press releases.
* Conducted research and acted as fact-checker.
* Pitched story ideas to press, wrote and edited newsletters.
* Designed graphics for multi-media production.
* Handled client communications and wrote client reports.

**Media Direct, N.Y., N.Y., Media Assistant, 2015-2016**

* Developed graphic designs and coordinated print production.
* Produced page layouts, conducted research and acted as fact-checker.
* Wrote, proofread and edited copy, galleys and boards for catalogs and other direct mail items.

**Education:**

**M.B.A. in Marketing, May, 2020**

New University, School of Business, Albany, N.Y.,

**Bachelor of Arts in Advertising, May, 2018, G.P.A. 3.4**

School for Art, N.Y., N.Y.,

**Associate of Arts in Liberal Arts**

Nassau Community College, Garden City, N.Y., , May, 2016, G.P.A. 3.3

**Additional Information:**

* Proficient in the use of: IBM PC, Macintosh Systems and Social Media MS Word, Access, Excel, PowerPoint, Corel Draw, Photoshop, Page Maker
* Present Career Development Member for New York Communicators
* Past President of the Advertising Club of Greater New York