**YOUR NAME**

McDowell #309, 4400 Massachusetts Avenue, NW, Washington, DC 20016

202-885-5555, kwilla@american.edu

**EDUCATION**

**American University, Washington, DC**

BSBA, Marketing, May 2008

Overall GPA: 3.3/4.0

*Honors:* McNair Scholar, 2006 - present

*Relevant Courses and Projects:*

**Consumer Behavior**

* Created marketing campaign for local restaurant; worked in team of five; discussed findings with company using 20-minute PowerPoint presentation
* Analyzed purchasing behavior of consumers to determine marketing strategies; wrote 30-page analysis

**Marketing Research**

* Conducted three student focus groups of 10 to test new advertising campaign; wrote summary report of findings
* Developed quantitative survey to test likes and dislikes of new product; utilized SPSS to compile results

**EXPERIENCE**

**American University Office of the Registrar**

**Administrative Assistant to University Registrar,** December 2005 - present

* Collect and interpret university professor evaluations of performance that are later used in decisions on tenure, contract renewals, and merit
* Work closely with university registrar and faculty on key issues which affect university community

**American University Office of Judicial Affairs**

**Board Member of Conduct Council,** October 2005 - present

* Appointed by Director of Judicial Affairs and Dean of Students to participate in forum for resolution of complaints against students
* Create and enforce academic and social sanctions against students who violate Code of Conduct

**American University Undergraduate Admissions Office Ambassador,** September 2005 - present

* Represent university at official functions designed to recruit over 200 prospective students each year
* Selected to speak on student panel held during AU Open House for 400 parents and prospective students

**American University New Student Programs**

**Orientation Leader,** May - September 2005

* Selected as orientation leader to welcome more than 1,200 new freshmen to AU
* Led groups of 20 - 25 students throughout two-day orientation focusing on academic preparation, diversity training, community building, and alcohol awareness

**SKILLS**

*Computer:* Proficient in Microsoft Office (Word, Excel, PowerPoint) and SPSS

*Language:* Conversational Spanish