

# CAREERS IN... MARKETING

## ZIPPY MASCOT

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### Objective:

To obtain an internship within an advertising agency.

### Education:

Bachelor of Science in E-Marketing and Advertising Expected, August 2007

Major: Marketing

The University of Akron, College of Business Administration (AACSB-Accredited) Akron, OH

- GPA: 3.5/4.0
- Dean's List

### Related Course Work:

E-Marketing Practicum

E-Marketing Promotions

Integrated Marketing Communications

Marketing Research

### Relevant Experience:

*Marketing Consultant Intern*

Summers, 2005-06

John David Technology, Akron, OH

- Developed and designed ads and posters
- Researched new sales and telemarketing techniques to train six new employees to increase sales
- Wrote and published a monthly newsletter that was distributed to current, new, and potential customers and clients

### Additional Experience:

**Student Equipment Manager**

2002 - Present

The University of Akron, Athletic Department, Akron, OH

- Inventory, maintain, and issue sports equipment
- Assist in event management
- Coordinate daily laundry duties

### Computer Skills:

PeopleSoft, MS Word, Excel, PowerPoint, Desktop Publisher, Harvard Graphics, Lotus 1-2-3, NetWare 2.2

### Activities:

President of Pi Sigma Epsilon

2003-present

Member of Toast Master's,

2004- present

Member of Mu Kappa Tau

2004- present