

Jessica Sales

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OBJECTIVE	To obtain an internship to utilize and develop my knowledge of public relations, social media, and marketing.
EDUCATION	<p>James Madison University, Harrisonburg, Virginia Bachelor of Business Administration, May 2011 Double Majors: Marketing, Business-to-Consumer Concentration Communication Studies, Public Relations Concentration Cumulative GPA 3.5, <i>Dean's List</i>, Spring 2008</p>
RELEVANT COURSEWORK	<p>Integrated Marketing Communications, Spring 2010</p> <ul style="list-style-type: none">• Projects incorporating aspects of product advertising, sales promotions, packaging, public relations, publicity, personal selling, direct marketing, and event sponsorship• Encouraged client-oriented projects by developing a marketing campaign for a local business to use <p>Public Relations Writing, Spring 2010</p> <ul style="list-style-type: none">• Emphasized effective writing for a variety of media including press releases, media kits, public service announcements, brochures, and newsletters <p>Communication Research, Spring 2010</p> <ul style="list-style-type: none">• Introduced principles, methods, and analysis techniques used in academic research through designing and planning a complete research project to be performed in subsequent courses <p>Integrated Functional Systems, Fall 2009</p> <ul style="list-style-type: none">• 12-credit hour comprehensive learning experience that combined the disciplines of Finance, Operations, Marketing, and Management in order to develop a business plan for a fictitious start-up business• Directed marketing section which focused on market research, opportunity analysis, market segmentation, positioning, promotional and distribution strategies, budgets, and sales forecasting <p>Additional Courses: Buyer Behavior, Retail Marketing, and Interpersonal Communication</p>
EXPERIENCE	<p>DreamFetcher, Social Media Marketing Intern, VA March 2010 – Current</p> <ul style="list-style-type: none">• Increase awareness for a job searching and networking website through developing and maintaining social media sites for Virginia residents and encouraging discussion among members• Attend weekly telephone briefings concerning company and social media updates in addition to suggestions for improvement• Explore blogs, Twitter, and Facebook for information relevant to company objectives <p>Tutti Gusti, Server/Bartender, Harrisonburg, VA May 2009 – Current</p> <ul style="list-style-type: none">• Greet and escort customers to table, explain menu items and specials, check identification for alcohol consumption, take orders and relay to cooking staff, and properly serve orders to customers• Prepare tickets and handle money, maintain cleanliness, and offer excellent service to each customer <p>The Sports Racket, Desk Clerk/Sales Associate, Lynchburg, VA June 2005 – January 2009</p> <ul style="list-style-type: none">• Greeted and serviced club members, scheduled tennis/racquetball courts, promoted sales of new club memberships, and upheld existing member accounts• Sold retail/merchandise items, trained incoming employees, coordinated events, and maintained facility
ACTIVITIES	<p>Member, JMU, Madison Marketing Association (MMA), 2010 Member, JMU, Public Relations Student Society of America (PRSSA), Public Service Committee, 2009-2010 Member, JMU, National Society of Collegiate Scholars (NSCS), 2009-2010 Volunteer, JMU Send-Off Picnic, 2009 Volunteer, JMU CHOICES, 2009</p>
SKILLS	Proficient in Microsoft Office Suite as well as social media programs such as Facebook, MySpace, Twitter, and LinkedIn. Strong background in accounting, finance, and management.