

# Sally Career

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**OBJECTIVE:** Seeking summer marketing internship position at Deckers Outdoor Corporation.

## EDUCATION

B.A., **Business Administration** (*Marketing*), University of California, Riverside

June 2011

## MARKETING EXPERIENCE

The Highlander Newspaper, UC Riverside

October 2009-Present

### Advertising Account Executive

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Young & Rubicam, Irvine, CA

June 2009-September 2009

### Advertising Intern

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Delivered critical support during production of Jenny Craig commercials and Toshiba online media videos.

Strategic Analysis course, UC Riverside

### Global Challenge Business Simulation Project

Winter 2008

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

## LEADERSHIP EXPERIENCE

**Vice President**, Delta Upsilon Fraternity, UC Riverside

September 2009-June 2011

- Established a mentor program in which members partner to provide tutoring and offer personal support.
- Developed online server to upload and share notes and readings from all classes taken by members.

**Member**, TOMS Club, UC Riverside

December 2009-June 2010

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Volunteered time, money and resources to help manage events and programs.

## WORK EXPERIENCE

**Server**, Bob's Big Boy, Riverside, CA

January 2008-August 2008

- Provided excellent customer service, maintained cashier drawer and ensured accurate daily cash records.
- Worked 20 hours per week while attending school full time.

## SKILLS

**Computer:** Minitab, Adobe CS, MATLAB, Microsoft Office: Word, Excel, PowerPoint, Access, Project, Visio

**Language:** Bilingual in Spanish and English.

**Presentations:** Demonstrated experience developing and executing professional presentations to groups of up to 25.

**Marketing:** Expert ability to develop customized marketing materials and strategies.

## RELEVANT COURSEWORK

- Financial Evaluation
- Marketing Management
- Strategic Analysis