**Brittany Garand**

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**PROFESSIONAL PROFILE:**

* Over eight years of retail, sales and customer service experience
* Recognized by management for exceeding sales goals with “Employee of the District” award among various accolades
* Especially skilled in developing customer relations
* Familiar with integrated marketing communications, principles of advertising and consumer behavior

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**EDUCATION:**

**Westfield State University,** Westfield, MA **January 2012**

Bachelor of Arts in Liberal Studies, Concentrating in Marketing, Communication and Management

**STUDY ABROAD: University of Limerick,** Ireland **Fall 2009**

GPA: 3.0; Dean’s List

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**RELATED COURSEWORK:**

* Marketing Management
* Marketing Research and Techniques
* Principles of Advertising
* Media Criticism
* Issues in Advertising
* Commercial and Recreation and Tourism

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**PROFESSIONAL EXPERIENCE:**

*Hostess,* **99 Restaurants, Chicopee, MA** August 2011- March 2012

* Took and executed customers’ orders promptly and accurately
* Greeted and engaged guests before seating.

*Peer Advisor,* **Westfield State University, International Programs, Westfield, MA**March 2010-Dec. 2011

* Assisted students with selecting international academic institution and location
* Reviewed office resources and handouts to determine relevance and accuracy
* Provided guidance to students throughout the applications process and answer questions
* Co-facilitated orientation slideshow and presented overview of study abroad experience

*Cashier/Sales Associate/Stock,* **FYE- Eastfield Mall, Springfield, MA**  January 2010-May 2011

* Educated customers about available music, movies and special FYE promotions
* Accountable for accurate customer payment transactions and cash drawer
* Met and exceeded daily sales goals
* Assigned more advanced responsibilities

*Cashier/Stock,* **Cumberland Farms, Hadley, MA** July 2009-August 2009

*Cashier/Sales Associate/Stock,* **FYE- Holyoke Mall, Holyoke, MA** November 2005-August 2009

*Customer Service/Cashier,* **Six Flags New England, Agawam, MA**  Summer 2003, 2005

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**PROFESSIONAL DEVELOPMENT:**

**Advertising Women of New York Conference**, November 2011

* Attended workshops on social media, the creative process and brand planning

**MA Council for International Education Conference,** November 2011

* Attended workshops on marketing through social media, cultivating youth leaders and promotions

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**ACTIVITIES:**

*Secretary*, **International and Intercultural Club**, 2010 – 2011

*Host,* **WSKB Radio Show**, 2007-2009

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**COMPUTER SKILLS:**

* Familiarity with MS Office, POS systems
* Familiarity with Mac and PC computers