

Chronological Resume Format

Michelle Meyers

5500 N. St. Louis Avenue, Apt. #3B, Chicago, IL 60625

Phone: 773.222.2222 Email: Mmeyers@neiu.edu

Objective: To obtain a position particularly in product management or product analysis, utilizing prior experience and education.

Summary: Experienced professional, familiar with market research techniques, development of marketing strategies, and new product development. Strong management skills, excellent verbal and written communication skills, ability to work well in a team environment, and excellent customer service skills.

Education: Northeastern Illinois University Chicago, IL
Masters of Business Administration: Marketing GPA: 3.9/4.0
Anticipated Date of Graduation: May, 2004

Brainchild University Chicago, IL
Bachelor of Science: Communications GPA: 3.85/4.0
Date of Graduation: May, 2001 (Magna Cum Laude)

Employment: **Brandeiss Worldwide Collectables** Northbrook, IL
(Assistant Manager, Product Development, September, 2001 – Present)

- Assisted in the development of overall marketing strategy for various products based on competitive market analysis
- Participated in product design and oversaw product related marketing research
- Contributed to the development of new products
- Served as the primary liaison between the Product Development Department and Creative and Sales teams

Market Research, Inc. Chicago, IL
(Associate Analyst, October, 2000 – August, 2001)

- Prepared quarterly custom research outcome reports for clients
- Coordinated the efforts of the Marketing team when special projects were assigned

- Provided excellent customer service

Internship:

Simmons Communications, Inc.

Chicago, IL

(Intern, May, 2000 – September, 2000)

- Participated in the execution of promotional events
- Wrote press releases and copy for client newsletter
- Co-conducted market research to both individuals and groups
- Attended weekly team meetings, and provided administrative support to the Marketing and Sales teams

Computer Skills:

Proficient with IBM/PCs, Excel, Microsoft Office Suite 2000, PowerPoint, Microsoft Front Page, Printshop 10.0, Photoshop 5.0, various E-mail formats and Internet Navigation.

Honors and Activities:

Treasurer, Marketing Club, Brainchilde University
Dean's List, Brainchilde University

January, 2001 – May, 2001

January, 1998 – May, 2001