

Garrett Dale

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Objective

To obtain a position in the account management department of an advertising agency

Education

Southwest Missouri State University – Springfield, MO, December 2007

B.S. Marketing (Advertising/Promotion emphasis)

B.S. Mass Media, Journalism, & Film

Dean's List Spring 2005

Experience

Marketing Researcher, Visit Florida, National Student Advertising Competition, Spring 2006

- Prepared \$7MM fully integrated brand plan as part of nation's largest student advertising competition
- Team placed first at regional competition in Sioux City, Iowa
- Developed and executed comprehensive research plan including recruiting 120 respondents, preparing qualitative questionnaire for 12 focus groups, and coding research data

Media Director, Toyota Matrix, National Student Advertising Competition, Spring 2005

- Team placed eighth nationally out of 150 schools at national competition in Los Angeles, California
- Helped develop \$35MM marketing communications plan presented to Toyota and Saatchi & Saatchi
- Led team of three in creating media plan comprising media selection, scheduling, and budgeting across TV, print, radio, out-of-home, and online

Advertising/Marketing Intern, Wilks Broadcasting Inc., Springfield, MO, 1/05 – 5/05

- Scheduled and loaded radio commercials for 20 national and regional clients including Tylenol, Blockbuster Video, and Enterprise Rent-A-Car
- Responsible for scheduling more than 500 individual spots across all day parts
- Wrote three press releases announcing concert sponsorships distributed to local media
- Developed promotional plans, and helped with all executional elements for three area concerts
- Worked 12 hours/week while maintaining a full course load

Customer Courtesy Associate, Wal-mart Stores Inc., Springfield, MO, 6/03 – Present

- Awarded "four-star cashier" out of more than 50 cashiers for superior performance
- Selected to serve on store's risk management team
- Work 30 hours/week during school year, and full-time throughout the summer

Activities/Interests

- Gold Student Addy Winner, 2006
- Southwest Missouri State Film Festival, Entrant, 2005
- American Advertising Federation, Member, 2006 – Present
- Marketing Club, Member, 2005 – Present
- Alpha Kappa Psi Business Fraternity, Member, 2005 – Present
- Southwest Missouri State Ad Club, 2004 - Present
- Interests include, sports, traveling, hiking, photography, and the letter E