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OBJECTIVE

To obtain a full time marketing position utilizing my knowledge of advertising, marketing and event coordination.

EDUCATION

Rochester Institute of Technology 2006-2010
Major: Advertising / Public Relations
Minor: Creative Writing GPA: 3.44

RELATED COURSES

- Campaign Management & Planning
- Buyer Behavior
- Internet Marketing
- Online Advertising
- Public & Media Relations
- Marketing for Nonprofits

EXPERIENCE

Technical Support Representative Nov 2010 – Present
M5 Networks, Rochester, New York
Troubleshoot IP phone and network issues for all corporate clients.

Special Events Manager April 2008 – May 2010
College Activities Board, Rochester Institute of Technology
Developed, implemented and coordinated weekly events and major concerts on the RIT campus with attendance ranging from 50 to 4,000 students.

Development Assistant Jan 2010 – May 2010
E. Philip Saunders College of Business, Rochester Institute of Technology
Assisted in the development of events, gift acquisitions, donor stewardship and annual gift giving.

Dividends Magazine Editorial Manager Sept 2009 – Feb 2010
E. Philip Saunders College of Business, Rochester Institute of Technology
Conceptualized, wrote articles and designed the 24 page alumni magazine, Dividends which was distributed to 15,000 business alumni.

Marketing & Employee Relations Intern May 2009 – July 2009
Excellus Blue Cross Blue Shield, Rochester, New York
Gathered employee satisfaction information, created programs for internal requests and marketed the employee benefits program to the company.

Student Marketing Consultant Dec 2008 – Feb 2009
Haulen, Rochester, New York
Created a strategic marketing audit and proposed enhancements to the company's internet marketing strategy increasing sales by 30%.

PROGRAMS & SKILLS

- Blackbaud Raiser's Edge
- Adobe Creative Suite
- Microsoft Office Suite
- Social Networking
- In-depth Researcher
- Internet Marketing