

Dana R. Stanek

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Education

University of Wisconsin-La Crosse, La Crosse, WI

Bachelor of Science - College of Business Administration: December 20XX

- Major: Marketing
- Minor: Communication Studies – Organizational & Professional Communication
- Major GPA: 3.68

Related Courses and Collegiate Involvement

- Advertising & Promotions
- Buyer Behavior
- Industrial Marketing
- Market Research
- International Marketing
- Selling & Sales Management
- Production & Operations Management
- Organizational Communication
- Public Relations Tools and Strategies
- Public Relations Campaigns
- American Marketing Association (AMA)

Marketing Projects and Research Experience

- **Alcohol Task Force** - Designed awareness campaign for local committee, selected media to disseminate advertising, and strategically managed the project.
- **Marketing for Big Brother Big Sister: The Benefits and Advantages** - Gathered, organized, and analyzed information used to discover benefits of marketing practices within a non-profit organization. Researched the market and competition of funding within non-profit organizations.
- **Kayak Power Product Development** - Collaborated with colleges across disciplines to create new product, gathered and analyzed information to prepare marketing plan, and applied marketing skills to the business strategy.

Work Experience

Resident Assistant, UW-La Crosse August 20XX - present

- Guided and mentored thirty college women, within residence hall
- Coordinated and promoted social, recreational and educational programs for up to 250+ students within the hall
- Mediated roommate and hall conflicts

Hall Council Executive Team, UW-La Crosse August 20XX - May 20XX

- Planned and promoted weekly activities within the residence hall, as well as for campus-wide programs for up to 2500+ students
- Collaborated with team of colleagues to create and promote Leadership Retreat for emerging leaders across campus.

Gymnastics Instructor, YMCA of La Crosse, La Crosse, WI, September 20XX- present

Work an average of 30 hours per week to finance education.

References

Available upon request.