

JONAH WEST

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OBJECTIVE

To work as a corporate marketing intern in the Milwaukee area

EDUCATION

University of Wisconsin-La Crosse, La Crosse, WI
College of Business Administration
Bachelor of Science, December 20XX

- **Major: Marketing**
- Major GPA: 3.6, Cumulative GPA: 3.2

MARKETING COURSEWORK AND PROJECTS

- **Related coursework:** Advertising and Promotions, Market Research, Business Research, Buyer Behavior
- **Class projects:**
 - **Marketing Plan:** Conducted market research and wrote a marketing plan for a simulated small retail business
 - **Advertising and Promotional Plan:** Developed an advertising campaign for a Erbert and Gerbert's Subs & Clubs franchise, including promotional strategies, market analysis, and a proposed budget
 - **Market Research:** Researched regional newspaper readership by conducting a survey and analyzing results using SPSS software; provided market analysis and strategy recommendations to newspaper manager
 - **Consumer Behavior Research:** Explored shopping patterns of local Best Buy customers and found solutions to increase sales and customer service
- **American Marketing Association (AMA) Kwik Trip Case Study**
 - Analyzed research data provided by Kwik Trip to design an advertising campaign for the Cheese Mountain Pizza product line
 - Presented case to local AMA chapter
 - Submitted final project to National AMA office and to Kwik Trip, Inc.

TECHNICAL SKILLS

- Adobe InDesign, Photoshop
- Microsoft Office: Word, Excel, Access, PowerPoint
- Web content management: Dreamweaver, SharePoint
- SPSS statistical analysis software

CAMPUS AND COMMUNITY INVOLVEMENT

- **American Marketing Association (AMA)**
 - Special Events Coordinator
- **Volunteer, WAFER Food Pantry, La Crosse, WI**
 - Prepares food donations for allocation to local residents on a monthly basis

WORK EXPERIENCE

- **Sandwich Maker, Erbert and Gerbert's Subs & Clubs, La Crosse, WI, 20XX-present**
- **Cashier, Copps Supermarket, Sun Prairie, WI, 20XX-20XX**