

# Matthew Jones

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## **Objective**

To continue a career in corporate marketing in the Twin Cities area

## **Education**

University of Wisconsin-La Crosse, La Crosse, WI  
Bachelor's Degree, May 20XX – Honors Graduate

- Major: **Marketing**
- Minor: **English – Professional Writing**
- GPA: 3.6
- Dean's List

## **Corporate Marketing Experience**

**Honeywell International Inc.**, Minneapolis, MN

**Marketing and Customer Care Intern**, May-August 20XX

- Fulfilled sales program, resulting in over 1,000 units of incremental sales
- Designed and implemented trade shows during sponsored golf tournaments
- Researched customer preferences chosen for a new product launch
- Created an issue of Connections newsletter; circulated to 15,000 HVAC professionals
- Designed training materials for Print-On-Demand program

**Kwik Trip Stores, Inc.**, La Crosse, WI

**Promotions Intern**, May – October 20XX

- Traveled throughout Wisconsin, Minnesota and Iowa promoting the company, creating brand awareness and brand loyalty
- Assisted with Kids Club program by maintaining the database and coordinating mailings
- Contributed to marketing projects related to merchandising, promotions and advertising

## **Marketing Projects and Coursework**

- **Advertising Campaign Study:** Researched and analyzed 3M advertising strategies and presented final project through a portfolio
- **International Marketing Plan:** Developed a marketing plan for Ben & Jerry's Ice Cream in New Zealand by analyzing the country's cultural and economic environments and conducting a market audit of the country's ice cream industry
- **Marketing and Writing Coursework:** Buyer Behavior, Promotions and Advertising, Market Research, Professional Selling, International Marketing, Writing for Management and Public Relations, Technical Writing, Publications Production

## **Campus and Community Involvement**

- **Member, American Marketing Association**
  - Coordinated Twin Cities corporate marketing tour
  - Participated in professional development programs
- **Staff Writer, The Racquet student newspaper**, September 20XX-May 20XX
  - Wrote weekly story assignments, covering the campus news beat

## **Other Work Experience**

**Kwik Trip**, Lakeville, MN, and La Crosse, WI

**Retail Co-Worker**, April 20XX-May 20XX, September 20XX- present