

SALLY A. JONES

Permanent Address: 2000 Main Street. * Your Town, WI 50001 * (000) 000-0000

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OBJECTIVE

To continue a career in retail management

EDUCATION

University of Wisconsin-La Crosse, La Crosse, WI

Bachelor of Science – May 20XX

- **Major: Marketing**
- Cumulative GPA: 3.5 – Dean's List

RETAIL EXPERIENCE

ABC Company, Your Town, WI, Internship

May 20XX-January 20XX

- Created a customer database including over 800 customers, consisting of address, past sales, preferences and size information
- Conducted sales analysis and inventory
- Designed promotions for their Semi-Annual Sale
- Provided personalized customer service to key customers
- Expanded knowledge of promotions and market analysis in a locally owned boutique while working closely with the owner

JKL Department Store, Your Town, WI, Sales Associate

November 19XX-January 20XX

- Provided customer service, set sales by reading buyer documents, set-up departmental promotions, processed new merchandise, inventory team leader
- Developed an understanding of retail management with a major retailer

XYZ Boutique, Your Town, WI, Sales Associate

May 20XX-March 20XX

- Promoted XYZ Card, provided customer service, assisted in various floor sets as well as aiding in visual displays
- Provided a greater depth of knowledge in the retail environment

ADDITIONAL WORK EXPERIENCE

MNO Credit Union Market Research Department

June 20XX-January 20XX

- Aided the VP of Market Research by entering data for the worksheets of the positions profiled in the Complete Credit Union Staff 20XX Salary Survey
- Responded to open-ended survey questions from CU members
- Gained exposure to market research activities with a major employer

RELATED PROJECTS COURSES, & COMPUTER SKILLS

- Organized and developed a trade show booth
- Produced a customer database and sales analysis for an upscale clothing store
- Created and developed a fundraising event for the Hunger Task Force
- Proficient in Microsoft Word, Excel, Outlook, Access, SPSS

COLLEGIATE INVOLVEMENT

Delta Sigma Pi – A member of the Professional Business Fraternity, participating in community service, professional events, volunteering and business related workshops

- Served as Marketing Co-Chair
- Served as a "Big Brother," acting as a mentor to new members
- College of Business Administration Newsletter Editor

Member of American Marketing Association (AMA) – Assisted in fundraising of 'AMazing' Cards, a promotional discount card.

References
Sally A. Jones

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Jim Jones
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