

SAM ANDERSON

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OBJECTIVE To begin a career in the advertising agency industry as an intern

EDUCATION

University of Wisconsin-La Crosse

Bachelor of Science, December 20XX

- **Major: Marketing**
- **Minor: Art – Graphic Design Emphasis**
- GPA: 3.6, Dean's List, Scholar Athlete
- *Responsible for 100% of college expenses*

ADVERTISING + DESIGN COURSEWORK

Promotions and Advertising, Buyer Behavior, Business Research, Introduction to Graphic Design, Design Foundations

TECHNICAL SKILLS

Adobe Design Suite: InDesign, Illustrator, Photoshop, Flash

Web 2.0 tools for marketing: Facebook, Twitter, YouTube, Flickr

Web content management: Dreamweaver, SharePoint

ADVERTISING + MARKETING PROJECTS

Class Projects, UW-La Crosse, 20XX-present

- **Advertising and Promotional Plan:** Designed a campaign that included advertisements, promotions, and measurements for local Mexican grill
- **Marketing Plan:** Created a plan for a new energy drink, including segmenting, promotions, breakeven analysis, and pricing strategies
- **Consumer Study:** Surveyed 30 individuals from 3 generations. Analyzed results to find correlation between buying behavior and age

COLLEGIATE INVOLVEMENT

Public Relations Committee Member, Turkey Trot 5K

- Assisted with event promotions for 2,000-plus runner race, including event advertising, promotions, online marketing and media outreach

Member, American Marketing Association

ATHLETIC ACHIEVEMENTS

Track and Field Team, UW-La Crosse

- Earned two varsity letters and two All-Conference Awards
- Recognized All American in the 4 x 100 meter relay

WORK EXPERIENCE

Customer Service Associate, Wal-Mart, La Crosse, WI, September 20XX-present

Farm Assistant, Rocky Point Acres, Sussex, WI, Seasonal: 20XX-20XX

School Address
777 State Street
La Crosse, WI
54601

Home Address
W123 450th Street
Hartland, WI
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