

sara jones

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school: 7777 Pine Street, La Crosse, WI 54601
home: 234 West Park Drive, Eagan, MN 55121

|| objective

To join a reputable advertising/public relations agency as an assistant account executive or post-graduate intern

|| education

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

Major: Marketing

Minor: English - Professional Writing

Major GPA: 3.7, Cumulative GPA: 3.45

Related Marketing/Writing Coursework: Advertising and Promotions | Buyer Behavior | Market Research | Professional Selling | Technical Writing | Writing for Management and Public Relations | Reporting and Copy Editing | Publications Production

|| advertising and marketing experience

Advertising/Marketing Intern

January – May 20XX

Adfiniti, Holmen, WI

- Designed marketing fliers, brochures and campaigns for businesses and political clients
- Worked with major clients, including Harley Davidson, Honda, Yamaha and Polaris
- Coordinated media placements with local news channels, newspapers, and radio stations
- Edited television commercial advertisements
- Researched and interviewed potential clients
- Worked with all aspects of billing clients

Production Assistant Intern, Educational Technologies

May – July 20XX

University of Wisconsin-La Crosse, La Crosse, WI

- Designed fliers, postcards, door hangers, posters, and booklets using Adobe design software
- Assisted clients with creating professional PowerPoint presentations
- Scheduled appointments and organized procurement card transactions
- Managed logistics for photo shoots
- Edited photos for various campus and department publications

Staff Writer

January 20XX-Present

The Racquet student newspaper, La Crosse, WI

- Consistently met deadlines to write weekly news articles over three semesters
- Worked with sources to develop story leads and photo ideas for the campus news beat

|| collegiate and community activities

Membership Director, American Marketing Association (AMA)

- Developed recruitment plan to increase freshman/sophomore membership

Mentor, Big Brothers/Big Sisters

- Mentored La Crosse-area youth on a weekly basis throughout one academic year

|| other work experience

Server, Piggy's Restaurant, La Crosse, WI

September 20XX – present

Baker/Catering Associate, Panera Bread, Eagan, MN

Seasonal: May 20XX-August 20XX

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|| references

FirstName LastName

Account Executive | Internship Supervisor
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608-555-5555
first.last@adfiniti.com

FirstName Last Name

Educational Technologies Manager | Internship Supervisor
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FirstName LastName

Marketing Faculty | AMA Advisor
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