

# Jason Smith

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## Objective

To work as an event planning intern in the greater Madison area

## Education

**University of Wisconsin-La Crosse, La Crosse, WI**

Bachelor of Science, May 20XX

Major: Marketing, GPA: 3.2

## Related Marketing Coursework and Skills

*Coursework:* Principles of Marketing • Promotions and Advertising Management • Professional Selling and Sales Management • Buyer Behavior • Communicating Effectively

*Computer skills:* Adobe InDesign • Adobe Photoshop • Web Management Tools: Dreamweaver, SharePoint • Various Web 2.0 tools for marketing use: Facebook, Twitter, LinkedIn

## Campus Leadership & Event Planning Experience

**University of Wisconsin-La Crosse, La Crosse, WI**

**Residence Hall Assistant**, Fall 20XX to present

- Foster college student community through creative programming, personal interactions and encouraging shared meals and campus involvement in events
- Design and publish a weekly newsletter to keep communication lines open
- Encourage healthy lifestyles and wellness initiatives through individual and group discussions, bulletin boards and articles
- Insure safety and security of residents and building while doing duty rounds

**Event Coordinator, Campus Activities Board**, Fall 20XX to present

- Plan and promote campus-wide speakers, concerts and other events

## Campus & Community Involvement

**American Marketing Association (AMA)**

- Assist communications director with member/alumni communication through social media tools: Facebook, LinkedIn

**Volunteering Within - largest volunteer organization on campus**

## Other Work Experience

**Goodman Pool/City of Madison**, Madison, WI

**Lifeguard/Swimming Instructor**, Summers 20XX-20XX

- Taught proper swimming and water safety techniques to youth, ages 4-14
- Planned content and activities for up to eight different daily swim classes