

Hannah Speed

Permanent address: 234 Highland Ridge Road ~ Green Bay, WI 54301

School address: 1235 State Street ~ La Crosse, WI 54601

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Objective

To continue a career in nonprofit marketing and public relations

Academic Background

University of Wisconsin-La Crosse, La Crosse, WI
Bachelor's Degree, December 20XX

- Major: **Marketing**
- Minor: **Sociology**
- GPA: 3.3

University of Wisconsin-Fox Valley, Appleton, WI
Associate of Arts and Science, May 20XX

Responsible for financing 100% of education

Nonprofit Marketing Experience

Habitat for Humanity ReStore, La Crosse, WI

Marketing/Public Relations Intern, August-December 20XX

- Created and distributed marketing materials
- Requested bids for advertising and printing promotional materials
- Coordinated publicity for the ReStore
- Updated content for Habitat ReStore website
- Wrote letters and designed inserts encouraging donations

Marketing Projects

Class Projects, University of Wisconsin-La Crosse

- **Market Researcher:** Created and conducted online survey using Qualtrics and SPSS analysis of services, product quality, price competitiveness and made recommendations for a local coffee and sandwich shop
- **New Product Conception and Promotion Simulator:** Analyzed target market and key competitors; developed a marketing plan
- **Researcher/Surveyor:** Planned, designed and implemented survey and analyzed results using SPSS to assess the sleeping habits of undergraduate college students

Campus and Community Involvement

Public Relations Chair, Volunteering Within, a service-based organization

- Manages the organization's member communications, including the Facebook group
- Volunteers time for numerous local nonprofits and organizations on a monthly basis

Construction Site Volunteer, Habitat for Humanity, La Crosse, WI, and Green Bay, WI

Other Work Experience

Customer Service, Festival Foods, Green Bay, WI, and La Crosse, WI, March 20XX-present

- Work an average 15-20 hours a week during the school year

Academic Tutor, Franklin Elementary School, La Crosse, WI, Summer 20XX

- Mentored at-risk students in reading and math

Tutor, University of Wisconsin-Fox Valley, Appleton, WI, January-May 20XX

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References

FirstName LastName

Store Manager
Habitat for Humanity ReStore
La Crosse, WI
608-555-555
last.first@habitat.org

FirstName LastName

Academic Instructor, Marketing Department
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La Crosse, WI
608-785-5555
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FirstName LastName

Customer Service Manager, Festival Foods
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