

## PROFILE

Dynamic communication graduate seeking to combine academic knowledge with practical experience to develop promotional strategies. Incorporates practical experience in market analysis with well-developed communication skills to design successful campaigns via both print and digital media.

## EDUCATION

**Saint Louis University**, St. Louis, MO May 20XX  
Bachelor of Arts in Communication, Minor in Spanish GPA 3.2/4.0  
• Study Abroad: Saint Louis University-Madrid, Madrid, Spain Spring 20XX

## MARKETING RELATED EXPERIENCE

Market Research Project, **Chesterfield Mall**, Chesterfield, MO Fall 20XX  
▪ Performed market research for mall manager in order to expand target segments.  
▪ Collected and analyzed data, designed promotion, recommended short- and long-term management strategies.  
Intern, **Florida Power Corporation**, St. Petersburg, FL Summers 20XX and 20XX  
▪ Assisted engineers and marketing personnel in Energy Conservation Department in designing, developing, and distributing public information literature, and in conducting public education programs.  
▪ Developed strong design and editing skills using InDesign and PowerPoint software.

## WORK EXPERIENCE

**Saint Louis University Office of Admission**, St. Louis, MO Sept. 20XX-present  
Intern Aug. 20XX-present  
▪ Supervise 15 student ambassadors to provide excellent customer service by offering constructive feedback.  
▪ Communicate with 200 prospective students via phone and email to ensure prompt customer service.  
▪ Provide support to 3 admissions counselors, including contacting high schools and arranging campus visits.  
Ambassador/Tour Guide Sept. 20XX-20XX  
▪ Provided tours and information to groups of up to 20 potential students and families.  
▪ Marketed the university effectively and positively by answering questions and providing resources.

## LEADERSHIP EXPERIENCE

**Relay for Life**, Saint Louis University, St. Louis, MO Oct. 20XX-present  
Marketing Committee Member Mar. 20XX-present  
▪ Designed and distributed promotional material using InDesign to enhance our organization's brand.  
▪ Researched and developed a marketing plan, resulting in 10% increase in campus participation.  
▪ Networked and obtained \$800 in sponsorship from local vendors.  
**Phi Kappa Theta Fraternity**, St. Louis, MO Sept. 20XX-present  
Philanthropy Chair Jan. 20XX-present  
▪ Planned promotional strategy and goals for events that raised \$10,000 for the Children's Miracle Network, doubling the previous year's donations.  
Vice President, Public Relations Jan. 20XX-Dec. 20XX  
▪ Wrote national report relating chapter's internal and external relations projects, resulting in nomination for Outstanding Community Involvement Award 20XX.  
▪ Oversaw all publicity efforts related to Homecoming and philanthropic events.

## SKILLS

**Language:** Fluent Spanish, Basic French

**Software:** Adobe InDesign & Photoshop, Microsoft Publisher & PowerPoint.

**SAMPLE RESUME:** Your resume will be unique to you and customized accordingly. Be sure to contact Career Services for a review either by appointment (314-977-2828) or during walk-in hours 1p-2p Mon-Fri.

## Lydia Engel

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(314) 555-1234 cell •• student@slu.edu

### SUMMARY

- Detail-oriented, organized, and eager to translate solid classroom and writing experience into proposal management and writing support
- Highly effective communicator with ability to handle multiple projects under tight deadlines
- Proficient in Microsoft Word, Excel, Publisher and PowerPoint; working knowledge of Adobe PhotoShop and Illustrator
- Recent coursework includes Grant Writing, Writing for Public Relations, Technical Writing, Editing, Advanced Strategies of Rhetoric & Research, Business & Professional Writing

### PROFESSIONAL EXPERIENCE

#### Writing and Communication

- Wrote and formatted letters to individual and corporate donors which resulted in increased financial and in-kind donations
- Created materials including sponsorship brochures, fliers and postcards
- Produced an online monthly bulletin that summarized information from residence life
- Communicated with English faculty in arranging events and sponsorship of English Club

#### Project Management

- Managed variety of projects from start to finish, working with experienced writers
- Systematized sales literature and organized sales floor to enhance customer experience
- Coordinated activities and managed entertaining programs to engage students
- Organized various community service projects and promoted campus club to students which increased participation in events and club membership

#### Presentation and Leadership

- Presented final internship project to senior leadership within nonprofit organization
- Assisted with training of 4 new employees to ensure they felt confident in their work
- Held weekly meetings to support the safety and security of 36 freshmen residents
- Promoted healthy lifestyle and referred residents to various campus resources

### WORK HISTORY

Sept. 2017-Present	<b>Customer Service Representative</b> , Graphic Supply Co.	Clayton, MO
Summer 2018	<b>Special Events Intern</b> , Charity Foundation of Missouri	St. Louis, MO
Aug. 2018-May 2019	<b>Vice President of English Club</b> , Saint Louis University	St. Louis, MO
July 2017- May 2018	<b>Resident Advisor</b> , Saint Louis University	St. Louis, MO

### EDUCATION

May 2020	<b>Bachelor of Arts in English</b> , Saint Louis University	St. Louis, MO
	<ul style="list-style-type: none"><li>• <b>Minor in Communication</b></li></ul>	

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