

RITCHIE

(123) 456-7890 | ugliberalarts@rit.edu | 57 Lomb Memorial Drive, Rochester, NY 14623 | www.linkedin.com/in/clastudent/

Objective

Energetic and passionate student working towards a profession in social media marketing and graphic marketing. Training in skills and knowledge of social media, web and graphic design seeking a co-op/internship. Fluent in English and American Sign Language. Available summer 20XX.

Education

Rochester Institute of Technology – Rochester, NY

Bachelor of Science in Journalism

May 20XX (expected)

Honors: Major GPA: 3.6 • Dean's List • Recipient of Kappa Kappa Gamma Outstanding Academic Award • Recipient of RIT Scholarship Award.

Courses: Advertising Campaigns, Advertising Copy and Layout, Advertising Media, Advertising Research, Consumer Behavior.

Study Abroad in Italy. Selected to study art history in Florence, Venice, and Rome through the University of Colorado. Summer 20XX.

Research/Projects

National Science Foundation: I-Corps Access and Inclusion Technologies

A short course that helped researchers by providing entrepreneurial skills and opportunities to explore the market potential of access and inclusion technologies. The project used customer discovery for the deaf and hard of hearing individuals.

Seminar in C.J. & Public Policy

Researched the impacted of the Controlled Substance Act, and determined if it was an effective policy. Analyzed the ideology, theory, implementation, enactment and outcome of the policy.

Research Methods I and II

Conducted psychological research IRB process. Experience in writing a complete APA study. Familiar with the ethics of psychological research on humans.

Biology and the Law

Engaged in a mock trial where the public defenders from Monroe County acted as the jury, judge, defendant and police officer. Gained evidence of a local case throughout the semester. Learned of the local penal law and how to apply when necessary.

Work Experience

Marketing Co-Op | ABC Company | May 20xx – August 20xx | Rochester, NY

- Designated to manage promotion for the "Night Out on the Town" annual fundraiser. Responsible for media planning; sponsor solicitation; and writing copy for the brochure, invitation, program, and print media advertisements.

Analyst Co-Op | ABC Company | May 20xx – August 20xx | Rochester, NY

- Analyzed the ABS's business model and surveyed customers to find potential opportunities to increase revenue.
- Created a customer rewards program to increase the amount of return customers by 15 % and the revenue of ABC.

Crew Trainer | McDonald's Family Restaurants | March 20xx – August 20xx | Rochester, NY

- Conflict resolution with customer and team member complaints while maintaining a positive attitude
- Trained and supervised over 20 new crew members with the goal to increase efficiency and morale
- Provided excellent service to a wide variety of customers
- Completed trainings in Hospitality, Customer service, Employee Motivation

Skills

Language: ASL, and Spanish

Tools: Adobe Photoshop, Illustrator, InDesign, Tableau and Hootsuite

Creative Skills: Web development, social media management, layout and design, content strategy

Activities

Supporting Literacy Dreams: Proposal Coordinator

- Responsible for writing proposals to procuring resources and grant money.

Psi Kappa Phi: Service Chair

- Managed and set the goals of the leaders that ran core committees. Increased the number of members recruited by 30%; also increased organization total community service hours by 15%

RIT: Project Refuge Wildlife: Project Manager

- Won 5th place managing and coordinating the development of wildlife refuge; a student project coordination application.