

# Brenda Smith

City, State 1111 ♦ (888) 555-6788 ♦ Brenda\_smith@hotmail.com

## MARKETING & SALES PROFESSIONAL

*Outgoing, creative, multi-tasking Honors College Student with over four years' experience in sales driven environments and reputation for strong work ethic, high ethical standards, persuasive written/oral communication talents, applied leadership skills and natural ability to drive team-spirited results*

### CORE COMPETENCIES

- ♦ Market/Consumer Research & Analysis
- ♦ Client Prospecting & Sales
- ♦ Restaurant Operations
- ♦ Project Management
- ♦ Promotional Material Design
- ♦ Customer Service Excellence
- ♦ Event Planning & Coordination
- ♦ Multi-media Communications
- ♦ Staff Training & Supervision

## EDUCATION

COLLEGE, City, State, Pursuant

**BS, Marketing; Current G.P.A. 3.9; Dean's List (2007 – Present)**

Completed Courses & Related Projects Include:

Advanced Marketing, Buyer Behavior, Market Research and Promotional Communications  
Developed comprehensive marketing plan for local restaurant; Planned, formulated and analyzed market research study for consumer products company and created promotional materials for nationally targeted campaign.

## MARKETING INTERNSHIP

RESTAURANT, City, State

Summer 2008

Prepared marketing packets and led promotional group in local business meet-and-greet that generated maximum capacity turn out for grand opening. Compiled customer contact info and created post-event e-blasts, which produced return customer base. Additionally wrote Server Manual with complete opening to closing procedures.

## LEADERSHIP & VOLUNTEER ACTIVITIES

BUSINESS FRATERNITY, City, State

2005 – Present

**Vice President** (2007 – Present) / **Pledge Class President** (2005)

Responsible for leading team of 12-15 and spearheading weekly action meetings to plan and execute student outreach, community service, fraternity fundraising and business-related initiatives. Run recruitment process and implement campus marketing campaign strategies while managing delivery of Credit Union project requests.

### Selected Achievements:

- Coordinated freshman support program that doubled membership in first year (50% annual growth thereafter).
- Formed outreach teams, wrote scripts to ensure message consistency, managed design/production of student savings books and led efforts that generated over \$850 in donations/advertisements in one month.
- Provided recommendations that positively impacted Credit Union's decision to amend website design and consumer marketing efforts (while generating \$1,500 in project funding for fraternity).
- Established productive work environments and empowered members to execute ideas, including Dinner for Battered Women's Shelter, November Sleep Out for homeless children and Big Sisters program involvement.

LOCAL SPORTS BAR, City, State

Summer 2005

**Marketing Assistant & Staff Trainer, Volunteer**

Held responsibility for training wait staff of 25 while providing creative and administrative support for grass roots promotional campaign, which contributed to successful grand opening and hundreds of new customers.

## EMPLOYMENT HISTORY

COLLEGE, **Micro Economics Tutor**, City, State

2008 – Present

SPORTS CAFE, **Cocktail Waitress** (40 hrs/week), City, State

2008 – Present

RESTAURANT, **Waitress & Server Staff Trainer**, City, State

2005 – 2008

BAR, **Waitress & Server Staff Trainer**, City, State

2004 – 2006

MORTGAGE COMPANY, **Assistant Broker Trainee**, City, State

Summer 2006

NIGHT CLUB, **Cocktail Waitress**, City, State

2004 – 2005

FITNESS CENTER, **Assistant Manager & Personal Trainer**, City, State

2003 – 2004

**Technical/Language Skills:** Proficient in MS Office Suite (Word, Excel, PowerPoint, Access); Familiar with French

Keywords: sales manager, dining coordinator, grass roots marketing, catering, vendor relations, maximize revenues