

Marissa D. Hamlin

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OBJECTIVE

To obtain a full-time position working in advertising or marketing utilizing my background, education, and experiences.

EDUCATION

Northwestern University, Evanston, IL

BS, Communication Studies, Minor in Business Institutions, Expected June 20xx

Cumulative GPA: 3.1/ 4.0; Major GPA: 3.4/ 4.0

Course Highlights: Advertising, Marketing Management, Public Speaking, Research Methods in Communications, Theories of Persuasion, Race, Gender, and Mass Media, and Direct Marketing

Activities: Kappa Alpha Theta, Executive Vice President and Co-Founder Northwestern University Chapter of American Marketing Association, SEED Volunteer, Graffiti Dancers, Dance Marathon Volunteer, Urban Plunge Volunteer

ADVERTISING & MARKETING EXPERIENCE

Leo Burnett USA, Chicago, IL

Sports Marketing Intern, January 20xx-present

- Currently providing marketing services to the Sports Marketing division of Leo Burnett

TV Programming Assistant, September 20xx-December 20xx

- Worked closely with Director and Supervisor of TV Programming department in the analysis of prime time/cable/syndicated shows and attended media training classes
- Developed programming options to meet clients' marketing goals
- Critiqued independent production proposals
- Assisted with pre-production of the Oldsmobile Scramble (ESPN), Pillsbury Bake-Off and Countryfest (CBS)
- Brainstormed programming options for Allstate, National Cattleman's Beef, True Value, and Kellogg's

Sunset Foods, Highland Park, IL

Marketing Intern, October 20xx-present

- Assist in the positioning of Sunset Foods as a quality brand
- Participate in development and production of customer newsletter
- Assist in writing ad copy and designing ads for various local periodicals
- Develop a database of all contributions made by Sunset Foods to community organizations
- Assist in media buying and planning for new store opening in Lincolnshire

American Marketing Association, Northwestern University Chapter

Co-Founder & Executive Vice President, May 20xx-present

- Work side-by-side with President in all officer and chapter meetings
- Serve as Chairperson for programming department which handles the organization's marketing projects
- Work with University Sales and Marketing to perform market research on the Northwestern campus

ADDITIONAL WORK EXPERIENCE

The Cheesecake Factory, Skokie, IL

Server, September 200x-May 200x

- Enhanced communication skills and established comfort in working under pressure
- Required patience and sense of humor in dealing with unpleasant guests
- Developed strong teamwork skills through working with co-workers and management

Abercrombie & Fitch, Skokie, IL

Salesperson, September 20xx-June 20xx

- Strengthened customer relations, marketing, persuasion, and interpersonal skills
- Perfected the ability to swiftly and precisely fold a large number of sweaters in an identical fashion

SKILLS

Computer: Proficient on both Macintosh and PC: Dreamweaver, MS FrontPage, Excel, PowerPoint

Foreign Language: Conversational in Spanish