

Anita Job

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PROFESSIONAL PROFILE:

Career Interests: Brand Management, Market Research, Advertising
Training: American Marketing Association (AMA) Professional Certification, Zig Zigler's Selling Tools
International: Study Abroad, University of Luxembourg, Summer 2006
Computer: Microsoft Office Suite--Excel, Access, Word, PowerPoint, Vista, SPSS, Adobe products
Languages: Spanish, French

EDUCATION

Bachelor of Business Administration: Marketing, December 2008 **GPA: 3.752**
East Tennessee State University, Johnson City, Tennessee
Accreditation: Association to Advance Collegiate Schools of Business

➤ **Honors:**
Dean's List, Fall 2004-present
Hope V. Wells Scholarship, 2006
Honors College, Fall 2004-present
Beta Gamma Sigma, Fall 2004-present

➤ **Affiliations:**
Volunteer, Haven of Mercy Soup Kitchen, 2006-present
Committee Chair—Hospitality, Kappa Delta, 2004-present
Member, American Marketing Association, 2005-present
Volunteer, Northside Hospital, 2005

EXPERIENCE

Marketing and Sales

Supervisor

January 2001-Present

Sales Representative

Dial America Marketing, Johnson City, Tennessee

- Worked with and coached sales associates to improve sales and customer service survey results
- Developed sales and marketing scripts to improve sales performance by 35%
- Functioned as mentor for 22 current and new associates
- Sold promotional products to over 400 current credit card holders
- Chosen Representative of the Month in March of 2001

Sales Representative

January 1998-August 2000

(TSR), The Faneuil Group, Johnson City, Tennessee

- Contacted over 1000 customers to market services and upgrade systems
- Worked with co-workers to develop measures to perform at a higher quality
- Chosen as the Most Productive Representative in May of 2000

Customer Relations

Server/Bartender

March 2003-Present

Cheddar's Casual Café, Johnson City, Tennessee

- Train new associates resulting in a 15% increase in customer relations
- Produce and analyze quarterly sales reports for store management

ACADEMIC AND LEADERSHIP EXPERIENCE

Marketing Internship

Fall 2007

Edge Creative Group, Johnson City, Tennessee

- Consulted with clients regarding design and development of new marketing campaign for D'oro Pickles
- Partnered with Edge design team to pitch 3 concepts to management of D'oro Pickles

Student Marketing Consultant

Fall 2007

Oasis Coffeehouse, Johnson City, Tennessee

- Designed and administered survey instrument to determine customer coffee preferences
- Analyzed data and developed marketing plan; presented findings to corporate CEO

President, ETSU American Marketing Association

September 2006-present

- Increased membership by 50% during tenure as President
- Led team, awarded first place, attending AMA Marketing Competition, San Diego, California