

# Anita Job

123 Gray Street ▪ Johnson City, Tennessee 37601 ▪ (423) 555-1212 ▪ [anitajob@hotmail.com](mailto:anitajob@hotmail.com)

## Marketing Professional

**Brand Management • Merchandising • Market Research • Advertising**  
*AMA Certification • Expertise in Social Media • Strong Computer Competencies*

### EDUCATION AND HONORS

**Bachelor of Business Administration: Marketing**, December 2010  
East Tennessee State University, Johnson City, Tennessee

**GPA: 3.752**  
Accreditation: AACSB

#### Honors:

Dean's List, Fall 2006-present  
Hope V. Wells Scholarship, 2008

Honors College, Fall 2006-present  
Beta Gamma Sigma, Fall 2008-present

#### Affiliations and Volunteerism:

Volunteer, Haven of Mercy Soup Kitchen, 2006-present  
Committee Chair—Hospitality, Kappa Delta, 2006-present

Member, American Marketing Association, 2006-present  
Volunteer, Northside Hospital, 2006

### MARKETING AND SALES EXPERIENCE

#### **Supervisor**

January 2006-present

#### **Sales Representative**

DIAL AMERICA MARKETING, Johnson City, Tennessee

Worked with and coached sales associates to improve sales and customer service survey results. Interacted with management team regarding development of sales goals and recruitment of new hires. Promoted from sales representative to supervisor in six months.

- Functioned as mentor for 22 current and new associates, developing sales and marketing scripts to improve sales performance by 35%
- Consistently recognized for individual and team sales performance, exceeding 2009 sales goals by 25%
- Chosen Representative of the Month: March 2006

#### **Marketing Internship**

January-April 2009

EDGE CREATIVE GROUP, Johnson City, Tennessee

Consulted with client regarding design and development of new marketing campaign for D'oro Pickles

- Partnered with 5 member Edge design team to pitch 3 concepts to management team of D'oro Pickles; design concepts implemented May 2009

#### **Sales Representative**

January 2004-January 2006

(TSR), THE FANEIUL GROUP, Johnson City, Tennessee

Provided support to current client base; charged with expansion into Mid-Atlantic territory

- Contacted over 1000 customers to market services and upgrade systems
- Worked with co-workers to develop measures to increase sales and provide improved customer service to clients

#### **Server/Bartender**

March 2002-January 2004

CHEDDAR'S CASUAL CAFE, Johnson City, Tennessee

### ACADEMIC PROJECTS AND LEADERSHIP

#### **Student Marketing Consultant**

September-December 2008

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 2008-present

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