

Chronological Style Scannable Resume

KELLY SMITH

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OBJECTIVE

A position in business utilizing marketing and research skills.

EDUCATION

Bachelor of Science in Business Administration May, 2001
Specialization: Marketing
Southern Illinois University Edwardsville (SIUE), Edwardsville, IL

RELEVANT
COURSEWORK

Marketing Research	Advertising Policy & Management
Principles of Marketing	Sales Policy and Management
Consumer Behavior	International Marketing
Retail Policy & Management	Advanced Marketing & Management

WORK

EXPERIENCE

Marketing Co-op, Hill & Knowlton, Inc., St. Louis, MO, Spring, 2001
Interviewed consumers about bakery products in order to obtain marketing research information related to consumer preferences. Created slogan for Hostess Mini Cupcakes. Corresponded with prospective clients and provided information about services. Presented marketing research proposals to clients.

Sales Clerk, University Bookstore, SIUE, Edwardsville, IL, 1999-2000
Assisted customers, requiring knowledge of all aspects of store operations. Arranged sales displays, stocking inventory and shelves in order to attract customer attention. Processed sales and informed customers of merchandise return policies.

Library Assistant, Lovejoy Library, SIUE, Edwardsville, IL, 1998-1999
Answered inquiries from students, faculty and general public. Collected and returned books to appropriate shelf locations. Implemented information on computer database.

COMPUTER
SKILLS

Basic knowledge of Excel, dBase, Pagemaker, Internet, Microsoft Word and WordPerfect for Windows.

FOREIGN
LANGUAGE

Fluent in reading and speaking Spanish.

HONORS/
ACTIVITIES

Presidential Scholarship
Beta Gamma Sigma – Business Honor Society
American Marketing Association (AMA)
SIUE Student Leadership Development

TALENTS: People and communication skills, word processing, bi-lingual, client orientation, research, writing skills, organizational skills, team player.