

Combination Style Scannable Resume

Kelly Smith

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SUMMARY OF QUALIFICATIONS

Thorough knowledge of marketing principles and management.
Experience with consumer research, surveying, and development.
Excellent customer service skills and experience.
Comfortable delivering presentations to both individuals and groups.
Organizational ability, including knowledge of information management.
Knowledge of Excel, dBase, Pagemaker, Internet, Microsoft Word and WordPerfect for Windows.
Fluent in reading and speaking Spanish.

EXPERIENCE

Marketing Intern

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 organizational skills and knowledge of information management.

EDUCATION

Bachelor of Science in Business Administration

May 2001

Specialization: Marketing

Southern Illinois University Edwardsville (SIUE), Edwardsville, IL

HONORS AND ACTIVITIES

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