

Functional Style Scannable Resume

KELLY SMITH
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OBJECTIVE

A position in business utilizing marketing and research skills.

QUALIFICATIONS

Undergraduate degree in Business Administration with an emphasis in Marketing.
Experience with research and development.
Knowledge of Excel, dBase, Pagemaker, Internet, Microsoft Word, WordPerfect for Windows.
Fluent in Spanish and English.

EXPERIENCE

Marketing:

Presented marketing research proposals to clients.
Sold ideas to supervisors and peers.
Designed and developed fliers and newsletters for fund raising.
Corresponded with prospective clients and provided information about services.

Research:

Interviewed consumers and summarized findings in report form for Director of Marketing.
Developed written survey for demographic study of product appeal.

Administration:

Processed sales and assisted customers with merchandise returns.
Answered inquiries from customers and other intra-organizational departments.
Collected and returned books to appropriate shelf locations.

EMPLOYMENT HISTORY

Marketing Co-op	Hill and Knowlton, Inc., St. Louis, Missouri, Spring, 2001
Sales Clerk	University Bookstore, SIUE, Edwardsville, Illinois, 1999-2000
Library Assistant	Lovejoy Library, SIUE, Edwardsville, Illinois, 1998-1999

EDUCATION

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

HONORS/ACTIVITIES

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