

Curriculum Vitae (CV) Sample

Sally Simpson

542 Locust Ave., Apt. #6

Edwardsville, IL 62025

ssimpson@siue.edu

555-555-1234

EDUCATION

Master of Arts in Speech Communication
Specialization: Corporate and Organizational Communication
Southern Illinois University Edwardsville (SIUE)

Expected: May 2015

GPA: 3.856

Edwardsville, IL

Bachelor of Science in Business Administration
Specializations: Marketing, Public Relations and Management
University of Illinois at Chicago (UIC)

May 2012

GPA: 3.4

Chicago, IL

CERTIFICATIONS

Certified Leadership Educator
Meeting and Event Planning Certification

Expected: December 2013

May 2013

PROFESSIONAL EXPERIENCE

Marketing Assistant
Ed/Glen Chamber of Commerce

June 2009 - Present

Edwardsville, IL

- Assist in updating the Chamber website using a content managing program
- Write articles for the newsletter, Facebook page, LinkedIn group and website
- Keep track of all donation requests for community fundraisers
- Manage volunteers for upcoming events, such as the SIUE Block Party and Glen Carbon Homecoming

Community Relations Assistant
Anderson Hospital

May - August 2011

Edwardsville, IL

- Created marketing materials, such as handouts, flyers and bulletin boards
- Planned the Employee Appreciation Event for 150 employees and their families, which included dinner and prizes
- Visited all newly admitted patients to ensure their expectations were being met or exceeded by staff
- Contacted vendors and caterers to put together a budget for the event
- Obtained donations from local businesses for prize baskets
- Attended numerous meetings to gain perspective of both patients and employees in educational or continuing education meetings

Resident Assistant
UIC Campus Housing

Aug. 2009 – Dec. 2010

Chicago, IL

- Acted as an approachable administrator of 55 residents
- Bridged communication between housing directors and residents
- Encouraged interactions amongst residents through programming and delegation of power
- Attended many workshops on cultural sensitivity, leadership skills, and organizational skills
- Met with staff weekly to debrief on community issues
- Worked as emergency "On Duty" staff contact after hours about once every two weeks

- Addressed and confronted disruptions in the residence halls
- Contacted emergency department or police when necessary

Peer Mentor

August 2008 - May 2009

UIC Campus Housing

Chicago, IL

- Facilitated coordination of study groups on campus within the residence halls
- Promoted academic activities amongst residents such as seminars and tutoring
- Served as a resource to freshmen in a residence hall of about 80 students
- Worked with Resident Assistant to better communicate with residents

RESEARCH EXPERIENCE

- Worked with a group of three peers to see how effective social media is when marketing to college students in the residence halls and Cougar Village about upcoming on-campus events.
- Used communication journals, focus groups and questionnaires for gathering data and researching purposes.
- Focus groups consisted of five groups of SIUE students.
- Questionnaires were given to each focus group participant.
- Social media avenues included tracking Facebook, LinkedIn and Twitter.
- Was in charge of creating the PowerPoint presentation and reporting the results of our findings to the faculty and peers of our program.

SKILLS

Microsoft Office (Word, PowerPoint, Excel, Access)

Social Media (Facebook, LinkedIn, Twitter, Google+)

Adobe InDesign

Adobe Photoshop

Quark

PUBLICATIONS

Has Social Media Taken Over Our Communication Skills?! Presented Poster at the 2012 National Communication Association Annual Conference in Chicago, IL.

How Effective Are We As Marketers and Communicators? 2011 American Marketing Association St. Louis Chapter Annual Conference Presentation in St. Louis, MO.

LEADERSHIP AND INVOLVEMENT

Public Relations Student Society of America (PRSSA)

- Secretary (May 2013 – 2014)
 - Recorded meeting minutes and organization events
 - Coordinated food donations for Springfest 2008
- Member (August 2012 – Present)
 - Helped create PR campaign poster for educational purposes
 - Coordinated food donations for Springfest 2007

American Marketing Association (AMA) St. Louis Chapter

- Recruitment Chair (May 2012 – Present)
 - Assisted in creating events and campaigns to attract new members
 - Created and maintained the budget for recruitment events
- Member (September 2011 – Present)

Studied Abroad in London, England (January – May 2011)

VOLUNTEER EXPERIENCE

Rock Hill Missionary Baptist Church

- Educational Committee (October 2007 – Present)
 - Designed and implemented a summer educational program to inspire and direct students to succeed educationally and spiritually
 - Mentored students for ACT and Test-Taking Skills
- Usher (July 2008 – Present)
- Mass Choir Member (September 2006 – Present)

INTERESTS

- Serving on committees to enhance understanding of corporate communications
- Teaching practical leadership and management skills to professionals to optimize employee development
- Social media and marketing practices in professional settings
- Educating youth in poor communities to inspire and motivate learning
- Traveling to improve cultural understanding

REFERENCES

Dr. Alice Wonderful
Assistant Professor
Speech Communication Department
618-650-5555
awonder@siue.edu

Dr. Scott Fantastic
Associate Professor
Speech Communication Department
618-650-4444
sfantas@siue.edu

Mr. Ryan Handsome
Community Director
UIC Housing
812-757-0001
rhandso@uic.edu

Dr. Carmen Travel
Executive Director
Ed/Glen Chamber of Commerce
618-656-3333
carmen.travel@edglenchamber.com

CAREER DEVELOPMENT CENTER

0281 Student Success Center | 618.650.3708 | Fax: 618.650.3656
careerdevelopment@siue.edu | www.siue.edu/careerdevelopmentcenter