

FIRSTNAME LASTNAME

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EDUCATION

Bachelor of Science in Mass Communication – Advertising Track
Towson University, Towson, MD

May 20XX
GPA: 3.32

RELATED COURSEWORK

Advertising Media Planning
Mass Media Graphics

Advertising Campaigns
Professional Issues in Advertising

Advertising Media Sales
International Advertising

ADVERTISING PROJECTS

Branding Campaign – Client: OrderUp! (1st Place), Towson, MD

Spring 20XX

- Built a mock-up brand identity for a new, local food delivery service’s planned expansion
- Worked on a team of four on creative planning and execution of a campaign involving social media, meet-up groups in populated urban neighborhoods, and proposed major Baltimore event sponsorships

Media Plan – Client: Baltimore Uber, Towson, MD

Fall 20XX

- Created a media plan, budget and flowchart for a 20XX campaign in the target market

ADVERTISING EXPERIENCE

National Aquarium in Baltimore – Marketing Department, Baltimore, MD

August 20XX – Present

Advertising & Promotions Intern

- Perform market research; obtain media sponsorship; support promotional events, exhibit and program launches; and ensure sponsorship fulfillment
- Research prospective partners including non-profit organizations as well as local and national business
- Coordinate and assist in integrated communications for promotional programs with Creative Services, Media Relations and Digital Marketing departments

Weber Shandwick Baltimore, Baltimore, MD

May 20XX – August 20XX

Media & Advertising Department Intern

- Conducted basic initial media research, including digital searches and telephone requests
- Sorted media kits and proposals as they were submitted, approximately five items per week
- Built maintenance documents to share with other departments internally and externally including media authorization forms, insertion orders, digital tracking reports and TV/radio traffic instructs
- Sent requests to representatives for invoices, broadcast schedules and proofs of performance
- Built and maintained client relationships on behalf of the agency in an effort to be better prepared to execute, negotiate and implement approved advertising campaigns

LEADERSHIP

XYZ Fraternity, Towson University, Towson, MD

September 20XX – Present

Communications & Development Chair

August 20XX – Present

- Oversee distribution of monthly newsletters to over 600 parents, chapter alumni, and the national office with updates on events, fundraising, and membership to elicit donations to the amount of \$15,000 each year
- Outline and design newsletter and social media graphics using Adobe InDesign

ADDITIONAL WORK EXPERIENCE

Jimmy John’s, Towson, MD

Inshopper and Bike Delivery Driver

20XX – Present