

Sample Functional Resume

GEORGE BLACKWELL

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Campus address (until 6/15/)

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Home Address

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SUMMARY: Outgoing campus leader and successful fundraiser ready for the challenges of a full-time marketing position with an emphasis in market research and product planning.

EDUCATION: Bachelor of Arts expected June 20__ EASTERN OREGON UNIVERSITY, La Grande, OR
Major in Psychology with a broad range of courses, including statistics, social psychology, organizational development, and economics
GPA: 3.2 in major
Melanie Cottle Award for best psychology project

SALES AND CUSTOMER RELATIONS:

- Turned critical shoppers into satisfied customers
- Persuaded consumers to respond to a 20-minute interview to assess their home finance needs
- Opened highest number of new charge accounts in one month
- Induced cash-poor students to donate \$18,000 to charity

RESEARCH AND PLANNING:

- Drafted report for market research firm
- Developed a marketing and advertising plan for college admissions office; won award for project
- Helped students develop social and educational programs in residence hall
- Proficient in Microsoft Word, Excel & Access

LEADERSHIP/TIME MANAGEMENT:

- Maintained high grades while working 10-15 hours per week and being involved in campus activities
- Trained and supervised sales staff
- Organized fund-raising volunteers

WORK HISTORY: RESEARCH ASSISTANT, Marketing Concepts, Boston, MA., Summer 2001

ASSISTANT MANAGER, Hagland's Department Store, Housewares Department, Newton, MA
Summer 2000, Salesperson, Summer 1999

CAMPUS ACTIVITIES: Residence Hall Counselor; Vice President for Student Affairs selection committee; Area coordinator for campus fund drive