

Sample Targeted Resume

GEORGE BLACKWELL

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Campus address (until 6/15/)

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La Grande, OR 97850
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Home Address

25 Veronica Road
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(617) 332-3426

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__
Major: Psychology
EASTERN OREGON UNIVERSITY, La Grande, OR 97850

CAPABILITIES:

- Research and analyze merchandising trends and consumer needs
- Develop services and products to expand customer base
- Supervise and train personnel
- Deal with difficult customers
- Develop marketing and advertising plans
- Apply statistical procedures to sales forecasting
- Understand consumer behavior through academic course work and practical experience
- Proficient in Microsoft Word, Excel & Access

ACHIEVEMENTS:

- Developed a marketing and advertising plan for University admissions office; won Melanie Cottle Award for best project in psychology
- 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
- Maintained 3.2 GPA in major while working 10-15 hours per week and being involved in campus activities and athletics
- Drafted report for market research firm

WORK HISTORY: RESEARCH ASSISTANT, Marketing Concepts Inc., 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