

Howard Jones

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20 Main Street
Irvine, CA 92617

Profile

- Versatile marketing professional specializing in copywriting, media planning, and building professional relationships.

Experience

Intern

February 20XX – Present

Xcellent Advertising, Huntington Beach, CA

- Wrote original radio scripts airing nationwide on SiriusXM. Revised existing marketing copy for website and sales brochures. Composed new articles for company blog. Increased clickthrough rate (CTR) on Google AdWord campaign from 0.07% to 6.74%.
- Assisted on the purchase of \$40,000 worth of radio media monthly. Researched station demographics. Contacted and negotiated with sales reps. Analyzed schedules with Strata media buying software. Prepared Keynote presentations updating clients on campaign performance.
- Monitored media and trade serials to generate sales leads. Initiated contact with potential clients through cold calls and emails. Maintained contact records with Sage ACT! software.

PhD Student and Instructor

September 20XX – March 20XX

School of Humanities, University of California, Irvine

- Provided timely, detail-oriented feedback on up to 500 total pages of undergraduate writing per three-month period. Edited and proofread graduate research projects (up to 50 pages each).
- Developed presentations, speeches, handouts, and activities to clearly communicate knowledge and guidelines. Achieved superior scores in each aspect of standardized evaluation.
- Independently synthesized complex information into insightful written commentary, ranging from one to 30 pages per project. Adapted messages to reach diverse audiences. Delivered on deadline.

Sales Assistant

September 20XX – August 20XX

Bob's Disposal & Recycling Services, Fallbrook, IL

- Facilitated communications between mobile sales team, garage facilities, and main office. Provided internal support for resolving scheduling and supply chain challenges between departments.
- Drafted letters regarding contract enforcement and price increases. Prepared contracts.
- Provided effective and efficient customer support in fast-paced environment. Assumed primary fleet dispatcher and receptionist duties in relief of staff.

New Student Programs Coordinator

August 20XX – August 20XX

Office of the Dean of Students, University of Illinois at Urbana-Champaign

- Collaborated to organize 50 hours of PR training for 31 employees. Directly managed 10-member team.
- Collaborated to write and revise informational handouts distributed to 20,000 total attendees.
- Delivered introductory presentations to new students and parents (100 to 800 per audience).

Education

University of California, Irvine
MA, English

June 20XX

University of Illinois at Urbana-Champaign
BA, English and Philosophy

May 20XX

Technical Skills

- Proficient in Microsoft Office (Word, Excel, PowerPoint, and Outlook) on Windows and Mac.
- Proficient in Adobe Creative Suite 5.5 (Photoshop, Illustrator, Dreamweaver, etc.) and DSLR operation.
- Proficient in content management systems (Wordpress, Blogger, Tumblr, etc.). Familiar with HTML.