

TRACY L. McCORMACK

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EDUCATION	University of California, Irvine Bachelor of Arts in Psychological Science Minor in Management <i>Relevant Coursework:</i> Organizational/Industrial Psychology, Introduction to Marketing, Principles of Accounting, Micro- and Macro-Economics, Managerial Finance	June 20XX
	Santa Ana College Associate of Arts in Liberal Arts	May 20XX
EXPERIENCE	Bleu Skye Design Studio - Newport Beach, CA <i>Marketing Assistant</i> <ul style="list-style-type: none">• Create print and web designs, concepts, and publications to promote company to potential clients• Collaborate with Marketing Coordinator to develop innovative online marketing strategies, achieving approximately 35% increase of online traffic to company's website• Promote major events through word of mouth, print, and social media, resulting in an increase of 50% attendance within four months• Create weekly newsletters utilizing HTML, CSS, and Adobe Illustrator that inform clients of new services	June 20XX - Present
	Fit for Life Activity Center - Irvine, CA <i>General Activities Leader; Office Administrator</i> <ul style="list-style-type: none">• Publicize over 90 different recreational activities on a quarterly basis to customers• Coordinate and supervise approximately 10 planned activities a month with groups ranging from 10 to 100• Construct a new organizational system utilizing Microsoft Excel to merge existing client database with target market database	January 20XX - Present
	Outreach OC - Fountain Valley, CA <i>New Member Educator</i> , February 20XX - Present <ul style="list-style-type: none">• Taught a 10-week-long leadership educational program to a class of 80 students• Created and executed a month long recruitment campaign that increased participation by 40%• Conducted and evaluated over 160 interviews with active and new members to assign mentor-mentee relationships	September 20XX - Present
	<i>Fundraising Coordinator</i> , June 20XX - February 20XX <ul style="list-style-type: none">• Organized and monitored 20 fundraisers within a three month period, raising over \$4,000 in revenue• Collaborated with a committee of active members to formulate new fundraising strategies, resulting in \$800 profit and \$300 future fundraising credit• Managed the chapter's budget of \$24,000 by keeping track of revenue, expenses and processing timely reimbursements	
ACTIVITIES	<i>Student Intern</i> , Office of Student Conduct, Irvine, CA <i>Webmaster</i> , Outreach OC, Irvine, CA	September 20XX - June 20XX June 20XX - December 20XX
SKILLS	Extensive knowledge of Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator Experience with Sony Vegas, HTML, CSS PHP, and MySQL	