
Jessica V. Martinez

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OBJECTIVE

To contribute to the Marketing arena in an entry-level position where my research, leadership, and communication skills can be utilized.

EDUCATION

University of Denver, Denver, CO

B.A. in English

Minors in Business and Leadership

GPA: 3.6, Graduation: March 20xx

Study Abroad, London, England Fall 20xx

Additional travels to: Switzerland, France, Italy, Ireland, and Scotland

AWARDS

Chancellor's Scholarship (highest award), 20xx-20xx

Summer Internship Scholarship, Summer 20xx

Cherrington Global Scholars, Fall 20xx

WORK EXPERIENCE

Ashe Communications

Denver, CO

Marketing Coordinator

May-December 20xx

- Coordinated and compiled newspaper and magazine ads, collateral material and website updates for the 20xx Cherry Creek Arts Festival.
- Managed national public relations campaign for Hunter S. Thompson Tribute beer.
- Created and distributed monthly press releases for Denver's branch of "It's Just Lunch," a dating service for business professionals.
- Communicated with clients managing overall campaigns – advertising for print, direct marketing via mail and email, public relations, and tradeshow.

Adelea Staffing

Greenwood Village, CO

Administrative Assistant

September 20xx-March 20xx

- Managed phone calls for a mortgage company with over 1000 employees.
- Learned multiple data system programs to update client records.
- Updated and increased skills in Microsoft Excel, Word, PowerPoint, and Outlook.

Henry Gill Advertising

Denver, CO

Account Services Intern

January-March 20xx

- Assisted Dairy Queen managers in determining ad dollars for local advertising campaigns and scheduling monthly management meetings.
- Researched and wrote advertising copy for career development tips for University of Phoenix radio spots.

Commotion Advertising Agency

Golden, CO

Account Executive Intern

September-December 20xx

- Brainstormed with creative team to create advertising proposals for new clients including print, email, trade show advertising, and brochures.
- Researched and compiled new business reports and proposals for alternative advertising.

ACTIVITIES

Pi Lambda Chi Latina Sorority 20xx-present

President, Scholarship Chair and Vice President of Membership