

Anita Sale

salea@wittenberg.edu



Current Address

1019 North Fountain Avenue
Springfield, OH 45504
937-555-5555

Permanent Address

716 Robins Way
Stratford, CT 06497
203-555-5555

OBJECTIVE

A position emphasizing skills in marketing, advertising and product promotions.

EDUCATION

Wittenberg University

Bachelor of Arts

Major: Psychology Minor: Management

Springfield, OH

May 20xx

EXPERIENCE

Marketing

Barbee Incorporated

Marketing Intern

- Coordinated vendor activity, compiled customer demographic data using MS Excel, and conducted telephone surveys.

Trumbull, CT

Summer 20xx

Advertising

Creative Advertising Partnership - Wittenberg University

Advertising Consultant

- Worked with a faculty-directed team to develop a complete advertising program for International Harvester Employee Credit Union. Program consisted of 13 campaigns, which included radio, print, Internet banner, and billboard advertisements. Assisted with competitor and audience analyses.

Springfield, OH

January-May 20xx

Special Event

Promotions

Alpha Delta Pi Sorority - Wittenberg University

Social Co-Chair

- Plan 30 special events annually including 3 large formal functions attended by 150 people. Manage an \$11,500 expense budget. Coordinate activities with alumni, professors, and other sorority members. Member of executive board.

Springfield, OH

20xx–Present

ADDITIONAL EXPERIENCE:

Lifeguard – Oronoque Condominiums, Stratford, CT

Earned certification in Lifeguard training, CPR, and First Aid: taught swimming lessons and maintained the pool area.

Summers 20xx-xx

Server – Watersedge Resort, Westbrook CT

Assisted caterers with large banquets, wedding receptions, and business meetings.

Summers 20xx-20xx

Sales Associate – The Gap, Trumbull, CT

Promoted and sold merchandise and designed window and table displays.

Seasonal 20xx-20xx

ACTIVITIES

- Coach/Member of Women’s Rugby Club **20xx-20xx**
--Recruited 35 new players. Conducted meetings, clinics and practices. Scheduled games with other clubs in the Midwest. Developed and presented a budget to the student senate. Purchased jerseys, equipment and hired referees.
- Coached a Special Olympics Swim Team **20xx**
- Participated in Habitat for Humanity and volunteered at local soup kitchen
- Member, Wittenberg University Psychology Club **20xx–Present**