

This resume is technically a chronological layout, but works something like a combo resume by emphasizing Marlene's education, professional memberships, and honors and activities, along with aspects of her work experience. The objective statement indicates her short-term goal, as well as a long-term commitment to her chosen career path—a wise move, as many employers hire full-time entry-level employees from their intern pool. Including her availability at the bottom of the resume is also helpful to recruiters who might be planning for the long term as well. Also, Marlene cleverly includes a note about financing her own education through scholarships, showing that she is not only an excellent performer but a self-starter.

Marlene Whitney
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Objective To obtain an internship and eventually full-time employment in the field of marketing

Education **University of Mississippi**, University, MS
Bachelor of Business Administration Expected May 2007

- Major: **Marketing**; Minor: **Management**
- Major GPA: 3.78/4.00
- *Financed 100% of education with academic scholarships*

Professional Membership **American Marketing Association**
Designed and implemented marketing plan for University of Mississippi Speech and Hearing Center, resulting in a 20% increase in fundraiser attendance

Work Experience **Marketing Assistant and Sales Representative** Summer 2005
User Friendly, Madison, MS

- Increased product exposure to individual market segments by designing and distributing strategic marketing collateral
- Boosted customer walk-in rate with innovative merchandizing, such as compelling window and counter displays
- Grew store's customer base through one-on-one interactions with clientele, highlighting product features and sales information targeted to each individual
- Facilitated product repair flow, recording detailed information and serving as liaison between customers and vendors

Design Assistant Summer 2002
R. Scott Multimedia and Design, Ridgeland, MS
Improved firm's design productivity by performing detailed preliminary work, such as importing and formatting graphics and text in various design applications (e.g., InDesign, PhotoShop, Illustrator)

Honors & Activities Sally McDonnell-Barksdale Honors College (August 2003 to December 2005)
Chancellor's Honor Roll (3.75 GPA or higher), one semester
National Merit Scholar
University of Mississippi Luckyday Merit Scholarship
University of Mississippi Academic Excellence National Merit Scholarship
Boys and Girls Clubs of Oxford (2005)

Availability Internships: Summer 2006
Permanent employment: May 2007