



Sara D. Smith

2728 Lee Road, Atlanta, GA 30322 • 404-555-1690 • Cell: 727-555-0472

E-mail: ssmith08@yahoo.com

Objective

To motivate and inspire your organization's public-relations efforts through innovative and creative communication strategies while enhancing company growth and profitability.

Professional Profile

- ♦ Rising professional with marketing experience, as well as solid interpersonal and communications skills and fluency in Spanish.
- ♦ Team player who consistently strives for efficiency and collaboration.
- ♦ Creative thinker with knowledge of marketing and promotions.
- ♦ Excellent organizer with strong planning and problem-solving skills.
- ♦ Self-starter who can work independently and handle multiple priorities and deadlines.
- ♦ Quick learner who can rapidly master all aspects of job with limited training.
- ♦ Motivated achiever with positive attitude and competitive drive for success.
- ♦ Computer-proficient performer with skills in SPSS and Minitab, as well as MS Word, Excel, PowerPoint, and Access.

Education

- ♦ *Bachelor of Business Administration in Marketing*, Emory University, Atlanta, GA, May 2008; Minor: Psychology
 - Volunteered as or selected to be group president in numerous team projects in marketing research, advertising, channels of distribution, strategic management, and an entrepreneurial class; organized meetings, delegated tasks and ensured all team members pulled their weight, solved problems, took initiative with client businesses, ensured that deadlines were met, and resolved conflicts.
 - Conducted marketing-research project involving surveying attendees at a Little League ballpark.

Professional Experience

Beauty Adviser, *Macy's*, Atlanta, GA, 2007

- ♦ Planned and organized event to introduce products to members of a sorority; performed consultations and sold \$500 worth of products.
- ♦ Contributed to promotional programs.
- ♦ Met personal sales quota.
- ♦ Provided product information to customers on Estee Lauder products and their benefits.
- ♦ Promoted skin care and make-up application through consultations.
- ♦ Ensured quality customer service and assisted in meeting customer needs.
- ♦ Contributed to merchandising efforts and counter displays.

Promotional Assistant, *Estee Lauder*, Atlanta, GA, 2003 to Present

- ♦ Serve as assistant to beauty advisers in high-volume sales months surrounding holidays, as well as months featuring gifts-with-purchase.
- ♦ Contribute product knowledge to customers and assist in sales.
- ♦ Ensure superior customer service.

Office Assistant, *Paisley Citizens Federal Credit Union*, Paisley, GA, 2005

- ♦ Handled funds and oversaw safety-deposit boxes.
- ♦ Drafted customer correspondence.
- ♦ Managed all administrative functions.

Teamwork/Leadership Activities and Accomplishments

- ♦ Served as member of co-ed fraternity, Emory University, Atlanta, GA.
- ♦ Planned community-service event for co-ed fraternity.
- ♦ Participated in community-service events such as Boys and Girls Club, Junior Achievement, Greek Week, Links to Literacy, and Frats at Bat.
- ♦ Invested in a home and rented out two rooms; paid mortgage and all the bills, handling investment just like a business.