**Chelsea Smith**

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Springfield, MO 65807 csmith@drury.edu

**SUMMARY**

**Extremely motived individual with strong communication, leadership and creative marketing skills**

* Excellent oral and written communication skills. Successfully promoted a fundraising event with an increase in attendance by 50 participants.
* Superior ability to organize and manage several tasks at once. Assisted in the planning and execution of two annual large scale events.
* Solid negotiating skills. Cultivated relationships with community business that resulted in exceeding fundraising goals by 15%.
* Proficient computer skills. Experience with a variety of software including Adobe Illustrator and Photoshop as well as Microsoft Office Suite.

**EDUCATION**

**Bachelor of Business Administration in Marketing and minor in Management**

Drury University, Springfield, MO May 2014

GPA of 3.63/4.0; Trustee Scholarship

**Study Abroad**

Rome, Italy Summer 2013

* Studied marketing, sales, and other business concepts.
* Participated in student events to become better assimilated to the culture.

**RELATED EXPERIENCE**

**Vice President of Communications**

Pi Beta Phi, Drury University Spring 2012 – Present

* Raise awareness and support for a local non-profit organization throughout campus.
* Help promote a lip syncing event that raised $8,000 to assist those with disabilities.
* Created marketing campaign that resulted in an increase of 50 participants from previous year.

**Intern**

ABC Marketing Company, Springfield, MO August – December 2013

* Marketed company and its services to potential clients.
* Developed marketing plans for clients to maximize profitability.
* Designed, created and distributed promotional material via Facebook, Twitter and Instagram.

**Volunteer**

Equestrian Center, Springfield, MO March 2010 – May 2013

* Assisted in the planning and organization of logistics for annual event that involved 150+ participants.
* Solicited sponsorships from local business and major corporations for raffle ticket items.
* Coordinated the schedules of 20+ other volunteers to ensure adequate coverage during the event.
* Oversaw that all marketing materials was completed and distributed on time.

**LEADERSHIP & CAMPUS ACTIVITIES**

Delta Mu Delta, National Honor Society in Business Administration August 2013 – Present

Enactus (formerly SIFE) August 2012 – Present

Breech Student Ambassadors January 2011 – May 2012