

# CLAUDIA JENSEN

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123 Main Street, Hometown, NY 54321  
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## CAREER GOAL: PUBLIC RELATIONS / MARKETING

### PROFILE

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Results-driven and enthusiastic college graduate with proven strengths in successful event planning, marketing, and management. Polished communicator with excellent interpersonal skills. Detail-oriented, organized, and resourceful. Bilingual (Spanish / English).

### DEMONSTRATED SKILL AREAS

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|--------------------------------------|---------------------|---------------------|
| ▪ Event Planning & Management        | ▪ Media Relations   | ▪ Fundraising       |
| ▪ Volunteer Recruiting & Supervision | ▪ Writing & Editing | ▪ Spanish Fluency   |
| ▪ Public Speaking                    | ▪ Sales & Marketing | ▪ Computer Literacy |

### EDUCATION

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BEST COLLEGE – Collegetown, NY  
**Bachelor of Science in Business Administration, 2007**  
Concentration in Marketing  
GPA 3.65

### ACHIEVEMENT HIGHLIGHTS

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- Recruited 180 students for annual XYZ sorority-sponsored campus blood drive through creative and aggressive marketing efforts—a 32% participation increase over previous year
- Trained and supervised a 9-member team of student volunteers for a 4-month tutoring program with area fifth graders; recognized by faculty sponsor for outstanding organizational and motivational abilities
- Raised \$6,500 from area businesses through direct solicitation for holiday gift drive; wrote press release generating positive media mentions on local radio news programs; selected to speak about program's success on behalf of XYZ sorority for local news program's "Around the Town" interview segment
- Redesigned and co-authored church newsletter, distributed to 750 households; increased advertising revenue by 25% the first month

### COMPUTER SKILLS

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Word • Excel • Access • PowerPoint • Photoshop • Illustrator • Dreamweaver • QuarkXPress  
Proficient at Internet research

### WORK HISTORY

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BEST COLLEGE – Collegetown, NY 8/2006 – 12/2006

#### **Admissions Office Student Intern**

- Led dozens of campus tours for groups of 8 to 16 prospective students and their parents.
- Developed talking points for tours that were adopted by all student interns (still in use).

DRAKE'S DEPARTMENT STORE – Hometown, NY

6/2003 – present

#### **Cashier/Sales Associate**

- Provide excellent customer service in cosmetics department; sell customers on benefits of skin care and color lines; display merchandise; operate cash register.
- Selected to train new employees on upselling and cross-selling techniques.
- Awarded "Employee of the Month" honors twice (from more than 125 employees).