

Mandy Marketing

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EDUCATION

Villanova University, Villanova, PA

May 2009

Bachelor of Science in Business Administration

Major: Marketing, International Business, Minor: Spanish

Overall GPA: 3.68/4.0

Relevant Course Work: Organization Management, Market Research, Managerial Accounting, International Marketing, Marketing Management, Buyer Behavior, Finance

London School of Economics, London, England

Spring 2007

Study Abroad Experience

Relevant Course Work: International Economics, International Communications

WORK EXPERIENCE

Nelton Communications, New York, NY

Summer 2007

Marketing/Advertising Assistant

- Worked on the advertising campaigns of companies including *Verizon Wireless, Ford, and Hershey's*
- Performed competitive reviews on the competitors of various clients
- Researched potential new business opportunities and wrote creative briefs for various clients

Continental Restaurant, Philadelphia, PA

Summer 2006

Food Server

- Met the requirements for an intensive training program
- Served food and beverages to patrons
- Operated restaurant technology programs and restocked inventory

ADECCO Staffing, Elizabeth, NJ

Summer 2005

Office Assistant

- Responsibilities included filing, data entry, and reception
- Handled inquiries and concerns of various clientele
- Developed excellent skills in customer service

ACTIVITIES

Treasurer of the Society for the Advancement of Management

2005-2007

- Managed funds for the society
- Coordinated activities and events such as the annual University *Johnson & Johnson Case*
- Recruited guest speakers

Gamma Phi Honor Society Member

2005-Present

- Serve as peer tutor in principal business classes for other students

Villanova Marketing Society Member

2005-Present

- Attend meetings about various marketing techniques from multiple guest speakers

National Society of Collegiate Scholars

2006-Present

- Serve as leader for other students in the university
- Participate in community service including the Special Olympics

Mission Trip to Panama

October 2006

- Fed and motivated the homeless
- Visited school and orphanages to educate underprivileged children
- Donated time and efforts to local farmers

SKILLS

Proficient in Spanish

Microsoft Word, Excel, PowerPoint, Access