

# Jane Smith

4590 South Main Street Monmouth, OR 97361  
503-482-4799 jsmith11@wou.edu

## Highlights of Qualifications

- Fluent in Spanish
- Able to quickly master new software and apply its full range of capabilities

## Education

### Western Oregon University

Bachelor of Science: Business

Concentration: Marketing

Monmouth, OR

Expected June 2013

Overall GPA: 3.9/4.0

## Related Coursework

- Financial Accounting
- Management of Organizations
- International Business
- New Product Development
- Advertising & Promotion

## Academic Accomplishments

- Excellence in Mentorship Award (2012)
- 2<sup>nd</sup> place national winner – Business Presentation Competition

## Relevant Skills

### Marketing Skills

- Utilized StratSim software and analyzed results in strategic marketing class
- Assisted customers in glass design selections, responsible for daily sales of \$2,000
- Analyzed six Harvard business cases in marketing classes with focus on market research and branding
- Created a poster using Adobe Photoshop for a semi-annual dance which resulted in over 300 attendees and a profit of \$750
- Scheduled advertising targeting four universities in Oregon for Make a Wish fundraiser

### Organizational Skills

- Spearheaded the planning of Oppression Awareness Week activities for over 2000 students
- Organized enrollment campaign for student marketing association; increased membership by 25%.

### Computer Skills

- Microsoft Office, Adobe Photoshop, Access, StratSim and Alpha customer list software
- Competent with Accounting and Financial Management

## Honors and Associations

- Silver Key Honor Society, Member, 5/09—Present
- American Marketing Association, Member, 9/11—Present
- DECA, Member, 12/10—Present
- Dean's List 2009-2013