

First Last Name

422 Elmwood Avenue Buffalo, NY 14240 716.883.1556 name17@bonaventure.com

Advertising and Marketing Professional

Profile

Successful record of embracing new challenges and a passion for the art of promotion.

Driven to establish and achieve business objectives.

Skilled in identifying project needs and creatively solving problems.

c S Washington, DC

June 20XX

with prominent figures in the mass communication/

ABC

Assist with event management, advertising plans, and artist relations

Develop promotional materials for current concert season

Manage content for company website

Marketing/Communication Intern, Marketing Research Associates

New York, NY

Summer 20XX

Engaged with local entrepreneurs and corporate marketing professionals to gain insight into their marketing and advertising strategies for global brands

Participated on four-member team whose six-week project entailed creating, marketing, and launching a natural skincare product line

Conducted market research to determine target demographics, branded the product, wrote advertising communications and press releases

Staff Intern, The Buffalo News

Buffalo, NY

Summer 20XX

Performed basic copy editing duties

Photographed subjects and wrote captions

Wrote classifieds and designed service advertisements

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