

100 North 20th Street - Fort Myers, FL 33901
(239) 000-0000 psmythe@eagle.fgcu.edu

SUMMARY OF QUALIFICATIONS

- Strong computer skills with experience in desktop publishing and website design software, including InDesign, MS Publisher, Adobe Illustrator, and Frontpage
- Experience in event planning, market research, and media relations
- Effective organizational skills with the ability to manage multiple projects and meet deadlines
- Knowledgeable of local boating market and marine products industry

EDUCATION

Florida Gulf Coast University, Fort Myers, FL

Pursuing a Bachelor of Science Degree in Marketing

Expected May 2009

- 3.55 Cumulative GPA; Dean’s List both semesters Junior year
- Relevant coursework: *Principles of Advertising, Creative Strategy, Integrated Marketing Communication, Understanding Consumers, Marketing Research, Professional Writing*

RELATED EXPERIENCE

Gulf Coast Cruise Liner, Naples, FL

Marketing Intern / Newsletter Editor

January 2008 - May 2008

(Gulf Coast Cruise Liner is an international luxury yacht broker based in Naples.)

- Created a new line of corporate marketing materials, which involved designing a new logo to help increase brand recognition
- Developed content and design layout for new company quarterly newsletter
- Assisted in planning promotional events and writing press releases for local media outlets
- Revamped content of corporate website to enhance appearance and navigability
- Represented company at industry trade shows in Miami, Tampa, and Jacksonville
- Developed a database of upscale residential communities in Southwest Florida to better target company marketing efforts

OTHER WORK EXPERIENCE

The Beachside Restaurant, Server, Fort Myers, FL

December 2007 - Present

- Selected as February Employee of the Month for providing outstanding customer service
- Provide orientation and on-going training to new hires

Barnes & Noble, Bookseller, Fort Myers, FL

July 2005 - November 2007

- Assisted the Community Relations Manager in hosting author book signings and other events

CAMPUS AND COMMUNITY INVOLVEMENT

- Member of AdPros, FGCU student chapter of American Advertising Federation
 - Participated in AAF National Student Advertising Competition
- SCUBA Club, President, Florida Gulf Coast University
- Habitat for Humanity