

SAMPLE RESUME - COMMUNICATION (Entry-Level)

Format: Functional

Career & Counseling Services, University of Houston - Clear Lake

JAMES L. McNEAL

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OBJECTIVE

To pursue a career within public relations and marketing, utilizing my proven capabilities in marketing, recruiting, and management; special interest in event planning.

SKILLS

Marketing

- Developed promotional brochure for Channel 14 Toys-for-Tots program
- Initiated and developed public service announcements to promote University of Houston-Clear Lake 25th Anniversary Celebration
- Designed the advertisements and marketing plan for Spring Fling sales event

Recruiting

- Generated \$10,000 in donated supplies for the UHCL Habitat for Humanity project
- Recruited 35 volunteers to assist with Channel 14 Special Olympics sponsorship
- Developed campaign for UHCL United Way Fun-Run resulting in 78 participants

Management

- Managed daily operations of three departments including merchandising, ordering and inventory control, balancing cash, training personnel, and scheduling
- Increased membership by 15% in two years and organized two community service projects as President of the UHCL American Marketing Association
- Over 3 years of combined experience supervising paid staff and volunteers

EMPLOYMENT HISTORY

Channel 14 Television Station

Marketing Intern (part-time)

Houston, TX
August 1998 – May 1999

University of Houston-Clear Lake, Communications Department

Communication Student Worker (part-time)

Houston, TX
August 1997 – August 1998

Dillard's Department Store

Department Manager

Houston, TX
May 1996 – July 1998

Dillard's Department Store

Sales Clerk

Humble, TX
August 1994 – May 1996

EDUCATION

Bachelor of Arts in Marketing

University of Houston-Clear Lake, Houston, TX

GPA: 3.8

Graduation Date: August 2000

- President American Marketing Association
- Dean's List 1998 and 1999
- Kate Weatherby Marketing Scholarship 1998-99

Associate of Arts Degree

San Jancinto College, Houston, TX

GPA: 3.6

Graduation Date: May 1996

- Dean's List 1995 and 1996

COMMUNITY SERVICE

- | | |
|---|---------------|
| • Volunteer, UHCL Habitat for Humanities Project | 1997-Present |
| • Hugger, Channel 14 Special Olympics Sponsor | October 1998 |
| • Toy Distributor, Toys-for-Tots Program, Houston, TX | December 1998 |
| • Server, Humble Soup Kitchen, Humble, TX | 1995-1996 |

LANGUAGES

- Fluent in Spanish: both verbal and written

COMPUTER SKILLS

- Software: MS Office, PageMaker, PhotoShop
- Operating Systems: Windows 3.1, 95, 98