

Maribel Anselmo

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OBJECTIVE	Seeking a product marketing position with New Corporation
EDUCATION	B.S. Degree in Marketing, Minor in Advertising San Jose State University, San Jose, CA Expected 20XX GPA: 3.3 Relevant Coursework: Business to Business Advertising, Media Planning, Ad Management and Campaigns, Visual Communications, Marketing Research
RELATED PROJECT	Market Research Project San Jose State University Fall 20XX <ul style="list-style-type: none">• Led a team of six in the development of a marketing plan for a nonprofit organization• Created customer surveys and analyzed results to determine appropriate marketing messages• Presented findings in a Power Point presentation to an audience of more than 100 people and received an A grade
RELATED EXPERIENCE	Account Executive 9/20XX - Present Spartan Daily Student Newspaper San Jose State University, San Jose, CA <ul style="list-style-type: none">• Generate new clients through cold calls and follow up with existing customers to maintain accounts• Track 30 account records per day of all ads placed and ensure accuracy of ad content Marketing Intern 6/20XX – 8/20XX San Jose Clash, San Jose, CA <ul style="list-style-type: none">• Coordinated “Meet the Clash” events and mascot appearances• Assisted in the development of an advertising plan, including design, pricing, and media placement resulting in a 5% increase in event attendance
ADDITIONAL EXPERIENCE	Inventory Associate 6/20XX – Present Capri Warehouse San Jose, CA <ul style="list-style-type: none">• Managed stock room activities and provided updated inventory figures
SKILLS	Technical: MS Office Suite, ACT! Database, Illustrator and Photoshop Language: Fluent in French and Spanish
ACTIVITIES	SJSU Ad Club, Events Coordinator 9/20XX – Present SJSU Marketing Association, Member 11/20XX – Present