

Valencia S. Graduate
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Note: For privacy, it is acceptable to leave off your physical address

PROFESSIONAL PROFILE

Management

- Managed customer service/marketing program targeting the company’s top customers nationally, resulting in \$437,000 sales per year
- Supervised staff of six sales representatives
- Identified organizational impact of issues and recommended alternative options
- Regulated reduction in staff due to organizational budget cuts, maintaining productivity standard with fewer staff members

Organization

- Oversaw transition to a fully automated office system, resulting in increased staff productivity and higher morale
- Developed and refined computerized database management program, improving speed in retrieving information used in decision-making

Marketing/Public Relations

- Edited managerial materials for presentation to board, consulting with senior level executives in development of information
- Targeted top customers during marketing campaign creating solid partnerships
- Developed decision papers for trustees and executives with a \$360 million HMO budget
- Wrote newsletters and speeches for trustees

ADDITIONAL SKILLS

- Proficient in Microsoft Word, Excel, Access, and PowerPoint
- Ability to speak and write in English and Spanish

EDUCATION

Bachelor of Science in Public Relations University of Central Florida	Expected 20xx Orlando, Florida
Associate in Arts Valencia College	December 20xx Orlando, Florida

RELATED COURSEWORK

Public Relations Principles of Advertising	Ad-PR Campaigns Mass Communication Law	Writing for Public Relations Journalism Ethics
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WORK HISTORY

Marketing Manager - Crestline Communications, Orlando, Florida	20xx-20xx
Administrative Analyst II - Group Health Associates, Orlando, Florida	20xx-20xx
Assistant Office Director - Tri Health Associates, Miami, Florida	20xx-20xx