

Jacob A. Kelly

600 Jackson St., Apt. C • Blacksburg, VA 24060 • (540) 555-2121

Objective: Technical sales representative

Education: **B.A., Communication Studies;** Public Relations, December 1997

Option I: Marketing

Virginia Tech, Blacksburg, VA

Semester at Sea - Spring 1997

Sponsored by University of Pittsburgh, PA

- Earned 50% of educational expenses including Semester at Sea

Skills: **Marketing/Sales/Promotion**

- Grossed \$15,000 in three months with summer painting business
- Raised \$600.00 in advertising space for fraternity folder project
- Raised \$400.00 for fraternity sponsored car show
- Cold canvassed community for potential clients
- Created informational brochure for apartment leasing company
- Developed advertising campaign for class project

Management/Organizational Ability

- Managed daily activities of own painting business including: renting/purchasing equipment and supplies, hiring assistants, budgeting, payroll
- Arranged client contracts for painting business
- Assisted in organizing talent show and benefit auction for Semester at Sea
- Coordinated sales presentation strategy for fraternity car show and trained others in sales techniques
- Trained new restaurant employees
- Aided in refurbishing and renovating a restaurant
- Performed restaurant duties ranging from busboy to night manager

Communications/Creative Projects

- Created multimedia presentation using slides, music, and narration to brief students on ports of call during Semester at Sea
- Developed sales presentations and assisted with advertising campaigns including radio spots, newspaper ads, billboards, posters, brochures
- Designed and distributed flyers for painting business
- Designed and created business Olympic events
- Traveled around the world with Semester at Sea
- Speak Spanish

Work **Waiter**, Lenny's of DC

Experience: Washington, DC Summers 1995, 1996, 1997

Self-Employed, (Partnership) Sunrise Painters

Morristown, NJ Summer 1994

Activities:

- Pi Sigma Epsilon - National professional fraternity in marketing, sales management and selling
- Theater Arts, George Mason University
Several parts - "The Bride", "The Monster and Steven", "If Men Played Cards as Women"