

Ima Plyen

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PROFILE

Dynamic communication graduate seeking to combine academic knowledge with practical experience to develop promotional strategies. Incorporate practical experience in market analysis with well-developed communication skills to design successful campaigns via print and digital media.

EDUCATION

Saint Louis University

Bachelor of Arts in Communication, Minor in Spanish

Study Abroad: Saint Louis University-Madrid

St. Louis, MO

May 202X

Madrid, Spain

RELATED EXPERIENCE

Chesterfield Mall

Chesterfield, MO

Market Research Project

September 202X-November 202X

- Performed market research for mall manager in order to expand target segments
- Collected and analyzed data, recommended short and long-term management strategies, and designed promotions

Florida Power Corporation

St. Petersburg, FL

Intern

June-August 202X and June-August 202X

- Assisted engineers and marketing personnel in the Energy Conservation Department with designing, developing, and distributing public information literature, and conducting public education programs
- Developed strong design and editing skills using InDesign and PowerPoint software

WORK EXPERIENCE

Saint Louis University Office of Admission

St. Louis, MO

Intern

September 202X-Present

- Supervised 15 student ambassadors to provide excellent customer service by offering constructive feedback
- Communicated with 200 prospective students via phone and email to ensure prompt customer service
- Provided support to 3 admissions counselors, including contacting high schools and arranging campus visits

Ambassador/Tour Guide

September 202X-202X

- Provided tours and information to groups of up to 20 potential students and families
- Marketed the university effectively and positively by answering questions and providing resources

LEADERSHIP EXPERIENCE

Saint Louis University

St. Louis, MO

Relay for Life

October 202X-Present

Marketing Committee Member

March 202X-Present

- Designed and distributed promotional material using InDesign to enhance our organization's brand
- Researched and developed a marketing plan, resulting in a 10% increase in campus participation
- Networked and obtained \$800 in sponsorship from local vendors

Phi Kappa Theta Fraternity

St. Louis, MO

Philanthropy Chair

January 202X-Present

- Planned promotional strategies and goals for events that raised \$10,000 for the Children's Miracle Network, doubling previous year's donations

Vice President, Public Relations

- Wrote a national report relating chapter's internal and external relations projects, resulting in nomination for the 2024 Outstanding Community Involvement Award
- Oversaw all publicity efforts related to Homecoming and philanthropic events

SKILLS

- Language: Fluent Spanish, Basic French
- Software: Adobe InDesign & Photoshop, Microsoft Publisher & PowerPoint