

ANNETTE M. BECKETT

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Hamburg, New York 14075
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OBJECTIVE:

Marketing position with emphasis in research

EDUCATION:

STATE UNIVERSITY COLLEGE AT BUFFALO, New York
Bachelor of Science in Business Administration, May 20XX
Concentration in Marketing and Advertising
GPA: 3.3/4.0

RELATED COURSES:

Marketing and Buyer Behavior Advertising and Promotion Advanced Merchandising and Sales Promotion

SPECIAL PROJECTS:

CAREERS IN BUSINESS WEEK, January 20XX-May 20XX

- Coordinated publicity for week-long event.
- Wrote press releases, designed ads and promotional brochures, and presented to classes.

INTERNSHIP:

JOSEPH STRAUSS COMPANY, Buffalo, New York
Co-op Advertising Administrator, Summer 20XX

- Proofread ads, figured advertising costs between the distributor and retailer.
- Coordinated activities of Annual Promotional Show for new merchandise.

EXTRACURRICULAR ACTIVITIES:

PHI BETA LAMBDA BUSINESS ORGANIZATION, State University College at Buffalo, New York
President, January 20XX-present

- Coordinated and planned educational and social programs
- Supervised organizational committees and conducted weekly meetings.
- Increased membership from 40 members to 100 members through the use of advertising, publicity, and surveys.

BUSSINESS STUDIES DEPARTMENT, State University College At Buffalo
Member By-Law Committee, August 20XX-May 20XX

- Appointed to departmental committee to work with faculty members on drafting by-laws for department.

Chairperson Placement Committee, January 20XX-May 20XX

- Developed advertising to promote Business Studies Department to area businesses, through promotional letters and follow-up surveys. Collated alumni placement record results.

WORK EXPERINCE:

MANPOWER TEMPORARIES AGENCY, Buffalo, New York

- Worked various office administrative and sales positions, June 20XX-December 20XX

HAMBURG TOWN HALL, Hamburg, New York

- Office Administrator, June 20XX-November 20XX