

# GENERAL RESUME

Street Address ♦ City, ST ZIP ♦ email@uni.edu ♦ (319) 273-6857

## EDUCATION

- University of Northern Iowa**, Cedar Falls, IA  
*Bachelor of Arts in Digital Interactive Media*, May 20XX
- Emphasis in social media marketing
  - 3.25/4.00 Cumulative GPA

## EXPERIENCE

- Presidential Election Campaign, UNI Chapter** Cedar Falls, IA  
*Grassroots Organizer/Social Media Team* Mar. 20XX – Present
- Develop social media program using Twitter that generated over 2800 followers from UNI campus
  - Paid blogger/contributor to represent the ideals of presidential election team at various media outlets
  - Represent candidate at speaking engagements at UNI and promote party agenda
  - Selected by campaign headquarters to serve as social media representative for eastern Iowa

- Department of Residence, University of Northern Iowa** Cedar Falls, IA  
*Resident Assistant* Aug. 20XX – present
- Provide leadership to 46 men in understanding and utilizing university resources
  - Respond to multiple crises including: medical, emotional distress, and accidents
  - Nominated by administration (2012) to participate in training hosted by the LeaderShape Institute®
  - Communicate with residents through Twitter, email, face-to-face, signage, and presentations

- Dining Services, University of Northern Iowa** Cedar Falls, IA  
*Shift Manager* Aug. 20XX – May 20XX
- Supervised a team of 25 serving over 1000 meals per shift
  - Coordinated the ordering of supplies and developed menus focused on health and costs
  - Received “Employee of the Semester” award from the Department of Residence in Spring
- Dishwasher/Food Preparer* Aug. 20XX – May 20XX
- Sought additional work and responsibility by working with shift manager
  - Encouraged co-workers by creating a simple contest based upon customers compliments
  - Promoted to shift manager after showing dedication and work ethic to management

- Home Depot** Rock Island, IL  
*Sales Associate* May 20XX – Aug. 20XX
- Provided assistance to homeowners working on plumbing projects
  - Quickly developed an expertise in plumbing by working with plumbers and reading literature
  - Assisted with the largest plumbing purchase in store history valued at over \$83,000

## LEADERSHIP & ACTIVITIES

- American Marketing Association, UNI** Cedar Falls, IA  
*Executive Team* Sept. 20XX – present
- Identify key trends through research and readings provided by organization
  - Preparing to present a poster at the annual conference in July 20XX

- Student Communication Association, UNI** Cedar Falls, IA  
*Event Committee* Sept. 20XX – present
- Mentor younger members and provide leadership to organization by staying active
  - Increased membership by 12 by improving meeting organization and flow

## TECHNICAL KNOWLEDGE

- Presence on Facebook, Twitter, Google+, LinkedIn, Reddit, Pinterest, and Wikipedia
- Trained in using the Adobe Suite, Excel, and multiple presentation software programs
- Ability to develop media kits and how to develop relationships with local media