

Jane Peterson

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Education

Bachelor of Arts in Business Administration, Marketing Major/ Management Minor

Washington State University – Pullman, WA

May 2007

Qualifications and Skills

- Performed consulting work for new local restaurant. Developed an industry analysis, business improvement strategies, and a marketing plan.
- Created market research portfolio for WSU Drama Department.
- Experienced with media promotions and marketing communications.
- Familiar with advanced sales strategies.
- Proficient in Microsoft Word, Excel and PowerPoint.

Work History

Marketing Manager/ Sales Assistant

Contractor's Corner – Selah, WA

May 2005 - January 2007

- Developed leadership skills while working with customers, contractors, and vendors.
- Oversaw multiple aspects of the company gaining insight of business operations.
- Constructed company's first ever radio campaign and coordinated several different events to promote and market the business.

Sales Representative/Marketing Assistant

The Art Box – Yakima, WA

June - August 2004

- Assisted customers with special requests. Exhibited excellent customer service skills to ensure customer satisfaction and repeat business.
- Developed solid selling techniques which increased sales by 10%.
- Responsible for marketing strategies for summer advertising campaign.

Leadership

Sales Team Leader

Athena Water Marketing Initiative – Spokane, WA

August 2006 - May 2007

- Work collaboratively with sales representatives from a large food distribution company to create new accounts for Athena Water.

Career Development Specialist Intern

WSU Carson Center for Professional Development – Pullman, WA

January 2005 - May 2005

- Created campaign to involve WSU organizations and clubs with Carson Center.
- Assisted with coordinating and marketing the Employer Appreciation Dinner and Career Day.

President, Carson Club

Washington State University – Pullman, WA

August 2005 - May 2006

- Experienced in leadership, public speaking and event planning.
- Coordinated fundraisers, community service events and club trips.

Volunteer and Community Service

American Cancer Society Relay for Life Team Leader

September 2006

Mentor for Special Education Department

September 2004

Volunteer Soccer Coach

October 2001 – 2003