

**Pete Ward**  
**35 Shields**  
**Chicago, IL 60606**  
**(312) 777-7878**  
[petew@gmail.com](mailto:petew@gmail.com)

## **Professional Summary**

Proven customer-focused sales leader with **P&G, Unilever, Gillette** and other top tier consumer packaged goods companies. Proficient in cultivating and managing collaborative business relationships with top national Drug and Food chains. Accomplished at consistently delivering business results, developing talent, team building and following through on commitments. Experience building new departments and organizations. A direct communicator with strong interpersonal skills oriented toward tangible, measurable results.

## **Experience**

### **Genesis OTC**

***Director, Field Sales – Walgreens***

**12/08-Present**

Responsible for cross-functional sales and customer marketing team supporting Genesis's second largest customer in North America, representing \$320MM in revenue. The functions include Business Development Managers, Category & Shopper Insights, Shopper Marketing, and Supply Chain.

- Exceeded shipment and profit revenue targets for four consecutive years–2009-2012.
- Promoted eight team members in three years
- Achieved Walgreens top OTC vendor partner measured by WSL Research – 2010-2012
- President's Cup winner, Sales Director of the Year – 2011
- Part of project team that developed division sales and customer strategy - 2009

### **Unilever Consumer Products**

***Vice President/Team Leader - Walgreens Team***

**5/05-12/08**

Responsible for cross-functional sales and customer marketing team supporting Unilever second largest customer in North America. The functions include Customer Business Managers, Category Managers, Retail Planogram Analyst, Logistics Manager, and a Customer Marketing.

- #1 account team in sales growth - 2005-08.
- Exceeded shipment and profit revenue targets - 2005-08
- Promoted four team members over a two-year period

### **Proctor & Gamble (Formally Gillette)**

***Director of Sales - Food Channel***

**6/91 -5/05**

***Oral Care/Braun Division***

**7/04 - 5/05**

Responsible for start up of newly created Oral Care/Braun position managing the Food Channel across the US market. The Food Channel was comprised of five sales teams, to include Team Leaders, National/Account Executives, Broker Managers, Category Managers, and Customer Marketing Managers responsible for 20% of the division's business in North America. Total personnel responsibility was 42 people across the US market.

- Achieved sales increase of +20%, 100% to the assigned channel quota
- Promoted three people within the channel to headquarter and National Account assignments
- Lead all Gillette business units in highest market share increase for total business in the food channel

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***Team Leader - West/Central Region  
Oral Care/Braun Division***

**4/01 - 7/04**

Responsible for start up of newly created Oral Care/Braun division covering the Central and Western states, including Alaska and Hawaii. Supervised a multifunctional sales and development team, to include National Account Managers, Regional Account Managers, and two Category Managers. The major accounts include Meijer, Shopko, Super Valu, Fleming, HEB, Giant Eagle, Amerisource/Bergen, Cardinal, and Webco.

Assisted in the development of a new division of Gillette. Hired/developed new sales team within the Oral Care/Braun business unit

- Exceeded sales budget for three consecutive years
- Promoted six team members in two years to national chain account management and headquarter positions
- Lead the development of our national broker plan-including training, objective setting, communications, and information processes

***Channel Director  
Health and Beauty Care***

**6/99-4/01**

This headquarters position was responsible for managing Customer Marketing and Category Management functions for the Food Channel, supporting shaving, deodorant, and oral care categories. The department consisted of 24 field-based managers who supported five regional food teams with annual sales of \$700 million. This position assisted the VP of Sales in providing strategic direction to the field, interfaced with Marketing on brand/channel initiatives, investigated business opportunities, and provided strategic resources to support field sales initiatives.

**Additional Gillette Experience**

<b><i>Drug Channel Director</i></b>	<b>1/98-6/99</b>
<b><i>Business Development Manager</i></b>	<b>1/97-12/97</b>
<b><i>Trade Marketing Manager</i></b>	<b>1/95-12/96</b>
<b><i>District Sales Manager</i></b>	<b>3/92-12/95</b>
<b><i>Regional Business Planner</i></b>	<b>6/91-3/92</b>

<b><u>Helene Curtis (Unilever)</u></b>	<b>3/89-6/91</b>
<b><i>Division Sales Manager</i></b>	<b>3/90-6/91</b>
<b><i>National Sales Training Manager</i></b>	<b>3/89-3/90</b>

<b><u>Noxell Corporation (P&amp;G)</u></b>	<b>3/83-3/89</b>
<b><i>Regional Sales Manager</i></b>	<b>7/87-3/89</b>
<b><i>District Sales Manager</i></b>	<b>12/96-7/87</b>
<b><i>Key Account Manager</i></b>	<b>1/86-12/86</b>
<b><i>Territory Sales Representative</i></b>	<b>6/83-1/86</b>

**Education**

**University of Illinois University - Executive MBA 1990**  
**Drake University - BS Marketing 1983**

**Professional & Civic Affiliations**

**Elmhurst College-Student Mentorship Program – 2009 – present**  
**Illinois State University –Mentor/Guest Speaker – Department of Marketing – 2009-present**  
**Illinois State University – Marketing Department Advisory Board – 2012-present**  
**Willow Creek Community Church – Care Center Food Pantry Volunteer – 2011- current**  
**Habitat for Humanity – Global Village Volunteer- Guatemala – 2012, 2013**

**Jane R. Doe**

917 S. Knight  
Arlington Heights, IL 60000

H: 222.222.7777

C: 222.222.5555

jdoe@gmail.com

<http://www.linkedin.com/in/janedoe>

**Sales Management Professional** with Food Industry expertise combining strong leadership, communication, analytical, and presentation skills to increase sales and market share. Consistent achiever with outstanding results through relationship building with customers, brokers, and management.

**Strengths and abilities include:**

- Presentation and Negotiation
- Sales Plan Development & Execution
- Forecasting and Budgeting
- Situational Analysis and Decision Making
- Scan and Consumer Data Utilization
- Relationship Building
- Leadership
- Broker Management
- Outstanding Customer Service
- Excellent Written and Oral Communication Skills

**PROFESSIONAL EXPERIENCE**

**Jensene Candy Company, Wilber, IL** **2011 - 2012**

Family-owned confectionery company based in Northeast IL with national and international sales.

***National Account Manager***

Sales presentation, planning, and forecasting of key accounts in the Mass, Club & Military channels.

- Worked with accounts including: Target, K-Mart, Shopko, Pamida, Meijer, Duckwall-ALCO, Costco, BJ's, Smart and Final, Military Commissary (DeCA) and four (4) Military Exchanges (AAFES, NEXCOM, MCX, CGX), Fred's Super Dollar Stores.
- Focused on maintaining existing business and growing within company guidelines to ensure net margin profitability.
- Conversant with account-specific software applications including Target POL, Sears Workbench/IMA, DeCA Empower Data and various vendor internet portals.
- Utilized aforementioned software applications in conjunction with Symphony IRI scan data and various consumer insight reports to develop on-trend strategic promotional and marketing plans.

**Thompson Confectionery Company, Inc., Sandy, ME** **1990 - 2011**

Oldest multi-line confectionery company in United States with chocolate and non-chocolate product lines.

***Corporate Regional Sales Manager***

**1994 - 2011**

Managed Sales & Marketing functions of 15 brokers in 18 Central/Western United States, all classes of trade.

- Managed key accounts including: Walgreen's, Target, K-Mart, Shopko, Duckwall-ALCO, Pamida, SUPERVALU (ABS legacy and LLC), HE Butt, Roundy's Supermarkets, Save-A-Lot, Aldi's, Kroger Divisions (Fry's, Smith's, Dillon's, King-Soopers), Cost Co (Chicago), Eby-Brown, Promotions Unlimited, Hobby Lobby, Menards, Eilileen's, Quik Trip, Casey's, Farley's and Sathers. Numerous other wholesale grocers, distributors, and specialty accounts, including catalog companies.
- Developed and utilized Sales PowerPoint presentations.
- Solely responsible for sales, marketing, and management of all US military sales in both commissary and exchange businesses, CONUS and Overseas.
- Integrated 26 brokers from 5 different confectionery manufacturers, in 19 different geographic states, into a single, successful sales network.
- Budgeted and forecasted Sales Planning and Promotions.
- Adept at creating custom-item programs for a variety of customers to meet specific needs.
- Generated consistent sales growth – meeting or exceeding company objectives.

***Divisional Sales Manager***

**1992 - 1994**

Management of sales within a 19-state geographical area covering Central and Southern United States while company was going through an active acquisition phase.

- Focused on key accounts including but not limited to: Kerr Drug, Fred's, Dollar General, Bi-Lo, Bruno's, Big B Drug, K & B Drug, Harco Drug, HT Hackney, USA Drug, Variety Whsle., Bill's Dollar Stores, Meijer, Spartan Stores.
- Developed Thompson Policies and Procedures Manual for Brokers.
- Managed staff in "Stark Sample Room" (WI) and trained additional staff at Thompson HQ.
- Continued to work with Customer Service, coordinating with Logistics, Warehousing, and Production to facilitate cost-effective shipments and improve service levels.

***Sales Assistant Manager***

**1990 - 1992**

Maintained dual position within Customer Service while expanding duties into the following:

- Developed and designed new products in conjunction with VP Sales.
- Managed Sample Room - created employee training manual and policies and procedures manual while training staff to execute mock-up packaging for new product introductions.
- Purchased and managed all aspects of trade advertising, Sell Sheets, Sales Brochures for Darte Division of Thompson.
- Gained integral understanding of confectionery manufacturing and supply chain functions.
- Coordinated Sales and Customer Service efforts to reduce costs and increase service levels.
- Served as member of Distribution Channels Magazine Editorial Advisory Board.

**Limper Candy Company, Fenneycain, OH**

**1989 - 1990**

Small, family-owned confectionery company purchased by main competitor, Thompson Confectionery Company, in 1990.

***Assistant Customer Service Manager***

- Received and placed customer orders via telephone and facsimile.
- Reviewed orders for accuracy and content.
- Created solutions for late or missing orders.
- Typed price lists, promotional schedules, and sales presentations.
- Coordinated, set up, and worked national trade shows (NATD, AWMA, NACS, and All Candy Expo).
- Dedicated time to IT functions when staffing was needed.

**EDUCATION**

Drake University, Des Moines, IA  
**Bachelor of Arts (BA)** in History, Dean's List NO YEAR

**TECHNICAL SKILLS**

- Proficient in MS Word, Excel, PowerPoint, Email, Internet, Web-based software applications.
- Capable of Symphony- IRI Data retrieval and analysis to produce fact-based presentations.
- Knowledgeable about consumer data analytics (i.e. Consumer Insights, Spectra, NPD).
- Adept at forecasting both every day and seasonal product lines.
- ADAGE InfoRes ERP Database System.
- AS400 Database system.
- Conversant in GTIN requirements and formatting.
- Experienced in packaging design and development.

**LEONARD G. CERMAK**  
222 E. WISCONSIN AVENUE  
LAKE BLUFF, IL 60045  
(555) 555-5555 home (777) 777-7777 cell  
E-mail: [len@gmail.com](mailto:len@gmail.com)

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Senior Director of Marketing with brand management, advertising and consumer promotion experience in consumer packaged goods, foodservice marketing, and advertising agency management. Reporting directly to the Chief Marketing Officer, led the repositioning of large quick-service restaurant chain which drove four years of comp store sales growth and impressive ROI. As Senior Director of Marketing for consumer products company, grew a declining category and expanded small regional brand to #2 national brand in less than two years. Industry experience in bakery products, household products, personal care, luxury resorts, and building products. Experienced with marketing communications, franchisee relations, multi-unit retail and B2B marketing.

- Partnership marketing
- Leading cross-functional teams
- Marketing analysis & planning
- Brand positioning and strategy
- Developing effective sales strategies
- Project management
- New product development
- Multicultural marketing

#### **LURCH'S CHICKEN, Atlanta, Georgia**

**2004 – PRESENT**

**Director of Advertising & Promotions** – Reporting to Chief Marketing Officer, direct the development and production of national advertising, promotions, and store-level merchandising for third largest QSR chicken chain with over \$1 billion in sales (1200 U.S. restaurants). Responsible for brand positioning and advertising strategy, national ad-fund budget, broadcast and print production/fulfillment, promotion marketing, interactive marketing, and public relations. Manage four direct reports and four outside marketing agencies including compensation structure and accountability.

- Developed highly competitive brand positioning and advertising/PR/in-store merchandising campaign for new Spicy bone-in chicken that re-energized the system, resulting in the most successful new product launch in the company's history.
- Spearheaded effort to redefine the brand's Value Proposition to more effectively connect to diverse cultural audiences. Developed the company's first consumer-insight driven and fully integrated marketing campaign, which drove four years of comp store sales growth, outpacing the industry. Supported by extensive research, the Value Proposition became the brand frame for next 5 years and includes all marketing touch-points: broadcast, POP, print, promotion, interactive, and in-store branding.
- Created added-value local store marketing promotions that stretched media dollars by 30-40%, and delivered high-quality brand messaging through local on-air personality endorsements.

#### **SCHWIN'S BAKERY, INC., Atlanta, Georgia**

**1997 - 2003**

A division of The Schwan Food Company, the largest branded frozen food company in the United States, formed by the merger of Mrs. Smith's Bakeries, Inc. and Edwards Baking Company.

**Senior Director of Marketing** -- Reporting to SVP General Manager, managed the #1 and #2 brands in frozen dessert category, representing over \$300 million in sales. Full P&L responsibility for developing and executing annual marketing plans, strategic planning, budgeting, advertising and consumer promotion, public relations, new product development. Managed six direct reports.

- Developed 5-year strategic plan that defined marketing initiatives necessary to accomplish division goal of doubling the business by 2008.
- Integrated competing brand strategies and initiatives into a unified division marketing strategy designed to achieve 2004 business growth goal of 20%.
- Revamped Edward's brand marketing strategy from whole pies to portion-control desserts, managed expansion from a regional #3 to a strong #2 national brand in 18 months, growing overall category and almost doubling brand sales.

## LEONARD G. CERMAK

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**Brand Manager** – *Mrs. Smith's (1997–2000)* - Managed portfolio of brands representing over \$140 million in sales, including Mrs. Smith's, Pet Ritz, and Banquet. Responsibilities included annual planning, budgeting, forecasting, advertising, packaging, and consumer research, new product development and public relations. Corporate Strategic Planning Team member and Chairman of Communications sub-committee.

- Championed the redesign of the logo and packaging for the entire Mrs. Smith's dessert line, aggressively updating the image of the brand while retaining brand equity. Significantly improved appetite appeal and resulted in increased levels of trial based on packaging alone.
- In a declining category, successfully developed and launched a line of gourmet desserts, pioneering the introduction of foodservice quality products to the frozen dessert case. Achieved 60% ACV nationally in Year I without slotting allowances and improved overall gross profit position of the Mrs. Smith's brand.
- Led cross-functional team of 15 in product concept development, testing, and introduction of the company's first co-branded product line, achieving high levels of retailer acceptance and consumer trial in its first six months.

### STRATEGIC MARKETING CONSULTING, Atlanta, Georgia

1995-1997

**Partner** - Formed consulting partnership specializing in marketing, strategic planning, and team-development. Trained and coached an underperforming Strategic Planning Team for Metropolitan Atlanta Rapid Transit Authority (MARTA) hindered by inter-team conflict and competing goals. Resulted in recognition and commendation of the Team's performance and contributions by the General Manager of the Authority.

### SERVICE PARTNERS, INC. , Atlanta, Georgia

1990-1995

**Vice President** - An international consulting and training company specializing in organizational design and team development. Worked with consumer products companies to redesign key work processes and organizational structures. Created marketing materials, repackaged course content and training materials, trained trainers. Redefined sales and marketing roles and responsibilities for major CPG marketer and realigned the organization to reflect a category management structure, solidifying key customer relationships.

### PRIOR EXPERIENCE

Previous experience includes progressive account management responsibility with top national advertising agencies: **Geo Burnett USA**, Media Planner & Buyer on Keebler Cookies & Crackers; **Kenderson Advertising**, Account Executive on Lexize; **Tappas Worldwide**, Account Supervisor on Bell Mobile Systems; **McCann-Tate Worldwide**, Account Supervisor on Pacific Building Products, Cypress Golf Resort. Additional details available.

### EDUCATION

**Duke University, B. S. Communications, Major in Advertising**

### PROFESSIONAL DEVELOPMENT

*"Developing Brand Management Expertise"*

**Ennis Associates, Inc.**

The Most Highly Respected Brand Marketing Training Program for the Consumer Packaged Goods Industry

### PROFESSIONAL ASSOCIATION & ACHIEVEMENTS

Guest speaker, Evenings at UGA

**University of Georgia College of Communications**

Eight Promotion Case Studies Published

**Kleppner's Advertising Procedure, 16<sup>th</sup> & 17<sup>th</sup> Edition**

The Leading College Advertising Textbook in North America, Published in Seven Languages

Pearson Prentice Hall Publishers

**MIKE CONNORS**

642 N. Edgemont Lane  
Newark, NJ 87654

(322) 615-1111

[mikeconnrs@gmail.com](mailto:mikeconnrs@gmail.com)

**PROFILE**

Key Account Executive and Masters in Business Administration graduate with sales management and people management experience. Qualified for opportunities where sales management, marketing, analytical, and relationship building skills will be of value.

**EXPERIENCE**

**TECHTRONIC INDUSTRIES**

**2010-PRESENT**

**KEY ACCOUNT EXECUTIVE**

**2012-PRESENT**

- Manage a \$15 million territory consisting of 5 key customers: Menards, Meijer, Shopko, Mills Fleet Farm, and Blains Farm and Fleet
- Develop specific sales programs for each customer in order to reach strategic goals set forth by company management
- Create advertising programs specifically focused on each customer's target market
- Consistently research the marketplace to understand the needs of each retail partner
- Deliver profitable product assortment solutions specifically designed for each customer
- Maintain consistent contact with forecasting team to ensure the supply chain can support future demand
- Work closely with product managers to create exclusive products designed to provide solutions for customers

**TERRITORY SALES MANAGER**

**2011-2012**

- Managed a \$6 million territory with full sales cycle responsibility, from initial contact to closing, follow through, sales, and account management
- Provided focused solutions based on clients' targeted customer base
- Identified potential clients through targeted prospecting, cold calling, and networking
- Developed and maintained client relationships with key accounts by meeting on a quarterly basis
- Tracked, monitored, and evaluated sales data to ensure satisfaction of sales goals

**FIELD REPRESENTATIVE**

**2010-2011**

- Managed and serviced a \$3.5 million territory to increase market share for TTi brands
- Developed and maintained relationships with Home Depot management and associates
- Executed monthly objectives, including new product rollouts, new marketing initiatives, and merchandising upgrades
- Compiled and analyzed each unit sales numbers in order to develop specific sales plans
- Delivered product knowledge sessions to Home Depot associates to present the features and benefits of all TTi products
- Studied the market and competition continuously in order to effectively sell TTi product over competitive products

**EDUCATION**

**MASTERS OF BUSINESS ADMINISTRATION**

Illinois State University in Bloomington, IL -  
Applied Management, 2012 GPA – 4.0/4.0

**BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION**

Illinois State University in Bloomington, IL - Business Administration, 2010

**BACHELORS OF SCIENCE IN MARKETING**

Illinois State University in Bloomington, IL - Marketing, 2010

**SKILLS**

Sales Presentations

Microsoft Office (Word, Excel, and PowerPoint) Apple and PC Platforms

Adobe Creative Suite (Illustrator, Photoshop, and InDesign) Sales and Negotiation Training, Pudwill Leadership Center, 2011

**HONORS**

Business Student of the Year, Illinois State University, 2010

Wall Street Journal Student Achievement Award, 2010

Who's Who Among Students in American Universities and Colleges Member, 2010 e-I Challenge Contestant - Second Place, 2010

**Name**  
**Address**  
**City, State Zip**  
**Personal Email (NEVER WORK EMAIL)**

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**PROFESSIONAL EXPERIENCE**

**THE WILEY COMPANY, Chicago, IL**

**1996 -Present**

*World's largest maker of heath & beauty care items i.e. Dove, Advil, etc.*

***Category Marketing Team-Customer Manager*** 1996-Present

Responsible for Category Management Projects Efficient Promotion Analysis. Utilization of Nielsen, Spectra Market Metrics, Consumer Insight Tools and statistical measures to determine category lifts, troughs, profitability and recommended tactics. Responsible for Headquarter selling and Broker Management for the A&P account.

- Development of Efficient Ad/Display model utilized with retailers to make better category tactical decisions. Model includes expandability, impulsiveness, incrementality, trough and profitability measures.
- Micro-Marketing project utilizing Spectra and Nielsen led to increased display support on a Children's Cereal resulting in the best promotion ever at this account.
- Sold Incremental Cap'n Crunch Cereal program to A&P resulting in \$47,000 profit to Wiley. Program generated a lift of 23 incremental weeks volume with 97% ACV displaying.

**COLGEM CONSUMER PRODUCTS, Danbury, CT**

**1990 - 1996**

***Business Development Manager - National Broker Sales Manager*** , 1994 - 1996

Responsible for \$20M in annual sales. Directed and managed eight brokers at headquarter and retail levels. Strategic business planning in areas of distribution, merchandising and promotions. Development of targeted consumer marketing programs utilizing trade marketing development funds. Sales forecasting for production purposes. Broker managed areas included New England, New York, Louisiana, Alabama, Montana, Texas and St. Louis. Key customers included Stop & Shop, Hannaford, C&S Wholesale, Shaws, Wegmans, Top's, Schnucks, Furr's, Delchamps and Winn Dixie.

- First quarter 1996 New England business increased 16% Vs 1995 outpacing the nation by 6%.
- Increased New England business 26% Vs 1994; increased Louisiana/Alabama business 37% Vs 1994; increased Texas business 34% Vs 1994.
- Created account partnership/performance agreements with Hannaford, Demoulas and Wegmans.
- Led all markets in distribution (ACV) gained on national new item launch in 1995.
- Successfully implemented major national merchandising initiatives with key customers utilizing Category Management Presentations.

***Business Development Manager -International Military Broker Sales***, 1992 - 1994

Responsible for \$10M in annual sales. Managed two broker organizations worldwide at headquarter and retail levels. Distributor management on a international level. Managed market development funds to create trade marketing programs. Key customers included The Defense Commissary Agency and the Army, Air force, and Navy Exchange units.

- Attained 1994 profit goal of \$4.5M.
- Outperformed civilian market in market share in five categories in 1993 and 1994.
- Promotion to the Commissary System in 1994 generating double digit share increases on three brands.\

***Account Manager - Northeast Region, 1990 - 1992***

Responsible for \$3.5M in annual sales. Managed market funding to directly affect distribution and trade marketing promotions. Worked extensively with Space Management departments on item placement in planograms. Key customers included Big Y, FoodMart/A&P, Sweetlife (Supervalu) and Bozzutos.

- Initiated company participation in electronic marketing programs reducing trade spending.
- Won regional sales contest for advertisement/display program with key customers.
- Increased wholesale business with indirect groups by utilizing telemarketing campaign.
- Attained and implemented eye level, center section placement for highest volume brand.

**Wako Brands, Paramus, NJ**  
***Sales Representative, 1990***

**1988 - 1990**

Managed wholesale headquarter and retail accounts in Western Massachusetts and Connecticut. Negotiated with buyers and retail management on distribution and merchandising objectives.

- Promoted company products utilizing forecast trade spending.
- Organized and conducted sales presentations.

***Territory Manager- Biscuit Division 1988 - 1990***

**EDUCATION/PROFESSIONAL DEVELOPMENT**

**Western New England College, Springfield, MA**

***\*Business Administration/Marketing 1988***

**Category Management Seminar/The Partnering Group**  
**Influencing Management/Wiley University**  
**Leveraging Consumer Insight Tools/Wiley University**  
**Nielsen Event Analytics/Wiley University**  
**Selling and Negotiation Seminar/ Neo, Inc.**

**Computer Skills:**

- Windows; Excel; Word; PowerPoint; Nielsen

**ASSOCIATIONS**

**Grocery Manufacturers Association (Wiley); American Logistics Association**

**\*You state the discipline, but do *not* put a degree designation. This shows you have some college and COULD infer degree enough to get you an interview. As always, be truthful on the interview and on the application. Once they get to know you, the degree can become a non-issue, but if your resume screams non-degreed up front, you may never get in front of employers.**

RESUME  
NEW GRAD-Classic I Page

**Joe Kelly**  
jbloer@hotmail.com  
100 Sandy Road  
Park Ridge, IL 60068  
(847) 555-5500

**EDUCATION**

- |           |  |                 |
|-----------|--|-----------------|
| 2004      | <b>Denison University</b><br>Bachelor of Arts: Major in English Literature, Minor in Spanish   | Granville, OH   |
| Fall 2002 | <b>School for International Trade</b><br>Cultural immersion program with coursework in Spanish Culture, History, Politics, Art, and Grammar. Wrote and presented an original independent thesis:<br><i>La amistad profunda: la relación entre Salvador Dalí y Federico García Lorca.</i> | Granada, Spain  |
| Fall 2000 | <b>National Outdoor Leadership School</b><br>Participated in a 4 month outdoor leadership and educator school. Coursework in Biology, Wilderness Education and Environmental Ethics.   | Rocky Mountains |

**EXPERIENCE**

- |                          |  |               |
|--------------------------|--|---------------|
| Fall/Spring 2003–2004    | <b>Granville High School</b><br><b>English and Spanish Tutor</b><br>Mentored Granville High School student with insufficient passing grades. Worked in all subjects with major concentration in English and Spanish. <ul style="list-style-type: none"><li>• Student's grade point increased threefold</li></ul>   | Granville, OH |
| Fall/Spring 2001–2004    | <b>Denison University</b><br><b>Editor and Tutor</b><br>Assisted 2–3 fellow students per week with paper editing, composition, and grammatical instruction. <ul style="list-style-type: none"><li>• Facilitated over 100 students with writing assignments, increasing performance by at least one letter grade</li></ul>  | Granville, OH |
| Summer/Winter 2003       | <b>Moosejaw Mountaineering</b><br><b>Sales Associate</b><br>Worked for a non-corporate company in a competitive sales industry. Often planned interior floor design. <ul style="list-style-type: none"><li>• Newest member of 8 person team, yet offered an Associate Manager position</li></ul>   | Deerfield, IL |
| Fall 2001/Spring 2001/02 | <b>Denison University</b><br><b>Photography Teaching Assistant</b><br>Monitored darkroom facilities, and aided with photography instruction. Revamped an inept photography department and curriculum. Planned and constructed darkroom layout. Worked closely with Art administration and Professors in designing coursework. <ul style="list-style-type: none"><li>• Program participation increased 60% in following years</li></ul>   | Granville, OH |
| Summers 2000/02/03       | <b>Camp Kieve</b><br><b>Camp Counselor</b><br>Boy's Camp with enrollment of 200 per summer. Served as a head mentor for female staff. Directed and constructed photography program and darkroom. Implemented educational field trips for campers. Served as a part-time Nurse's Aide. <ul style="list-style-type: none"><li>• Individually composed and presented three promotional slide shows each summer</li><li>• Darkroom reconstruction enabled 100% participation increase within photography program</li></ul> | Nobleboro, ME |

**ACTIVITIES**

Response writer for **Denison Publication: Bullsheet**  
Member of **Kappa Alpha Theta Sorority at Denison University**  
Participant for **6 years in Habitat for Humanity Work Trip, including Head Advisor position for 2 years**

**ADDITIONAL SKILLS**

Language: Advanced oral and written Spanish  
Computer: Proficient in MS Office Suite (Word, Excel, Outlook, PowerPoint), ACT and MicroFlex Flowchart