

Jane M. Goetter

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EDUCATION

University of Dayton Graduation Date: May 20xx
B.S. Entrepreneurship and Marketing with an Emphasis in Sales Management
Cumulative GPA: 3.66/4.0
Business Study Abroad Immersion Program—Spain Summer 20xx
Dean's List

SKILLS

- Self-motivated individual with strong work ethic
- Strong written and verbal communication skills
- Ability to work effectively in a team setting
- Learn new skills quickly and accurately
- Proven time management /organizational skills
- Easily adapts to new situations and surroundings

MARKETING PROJECT EXPERIENCE

P&G Marketing Challenge September 20xx-April 20xx
Project Team Dayton, OH

- Developed holistic marketing campaigns for Pampers, a P&G Brand
- Partnered with fellow students, faculty advisors, and P&G Brand Managers to gain insight into the Pampers' brand, target market, and P&G's brand equity
- Competed with three other teams and formally presented campaign to P&G Brand Managers

Entrepreneurship Project

- Succeeded in creating profitable micro-business September 20xx- April 20xx
- Researched customer target demographics
- Designed and implemented strategic market plan including financial analysis and forecasting

University of Dayton

Student Consultant Team for the Dayton Area Chamber of Commerce Fall of 20xx
Dayton, OH

- Created a comprehensive, innovative, and feasible marketing strategy plan
- Identified the strength/weaknesses, conducted exploratory research, determined the sampling plan, and designed the questionnaire; employed SPSS software to analyze data
- Presented the report professionally to the director and staff of the DACC

Kron Associates Advertising, Inc.

Intern Summer of 20xx
Indianapolis, IN

- Researched and organized event plan of client's grand opening
- Compiled and assessed various bids collected for opening events
- Executed several clerical and office support duties such

ACTIVITIES AND AWARDS

- National Society of Collegiate Scholars
- Collegiate Entrepreneurs Organization
- Delta Sigma Pi, Professional Business Fraternity
- Junior Entrepreneurship Mentor