



EDUCATION

2006-10

Northwood University, Midland, MI

Bachelor of Business Administration

Double Majors: Advertising & Marketing

Minor: Management

Cumulative Grade Point Average: 3.801/4.0

RELATED WORK EXPERIENCE

2007-09

Auto Show Magazine Designer/Publisher

Northwood University Advertising, Midland, MI

The Northwood University Auto Show is the largest outdoor, new car auto show in North America

- Responsible for the layout and design of this 60 page magazine for three consecutive years
- Managed the sale of advertisement space to over 50 local and national businesses accounting for \$55,000 in sales revenue
- Coordinated publishing of over 5,000 copies each year

2006-PRESENT

Graphic Designer

Northwood University Marketing & Communications Department, Midland, MI

- Manage, design, and analyze the effectiveness of Northwood University's advertising materials
- Responsible for designing various projects within the Northwood University admissions campaign which resulted in the two biggest recruitment years in the university's history

2005-2009

Partner and Entrepreneur

Eden Computing, Midland, MI

Eden Computing delivered computer repair services and website design to consumers in the Tri-City area

- Met the needs of over 30 businesses in the Tri-City area delivering consulting advice, marketing materials, computer services, and website development
- Serviced 40 family households while managing 66 personal computers in the Tri-City area

INVOLVEMENT

2008-PRESENT

Delta Mu Delta

Northwood University, Midland, MI

Delta Mu Delta is a national honors society of students pursuing degrees in business administration

- Vice President of Northwood's Delta Mu Delta chapter which recognizes students indicative of intelligent purpose and rewarding achievement

2008-PRESENT

American Marketing Association

Northwood University, Midland, MI

- Vice President of Advertising responsible for the needs of 50 members of Northwood's number one ranked campus extracurricular activity
- Placed in the top 16 teams that competed at the 2008 National AMA Conference in New Orleans, LA.

2006-PRESENT

American Advertising Federation

Northwood University, Midland, MI

- Creative Director
- Developed fully integrated marketing and advertising campaigns, including proposal booklets, collateral materials and interactive presentations for Coca-Cola, AOL, and The Century Council
- First place case presentation at 2009 regional conference in Detroit, MI
- Placed in the top 14 teams in the nation at the 2009 AAF Competition in Washington, D.C.

SCHOLARSHIPS, AWARDS & ACHEIVEMENTS

Scholarships:

- Free Enterprise Scholarship (second highest academic scholarship available)
- Business Professionals of America Scholarship
- MEAP Scholarship
- Midland Area Community Foundation Scholarship

Awards:

- Louise C. Grace Advertising Award
- Student Silver Addy - Direct Marketing (2007)
- Student Silver Addy - Packaging (2008)
- Student Silver Addy - Poster Design (2009)
- Who's Who Among Business Professionals - Graphic and Website Design
- 16th Place AMA National Competition (2008-09 school year)
- 14th Place AAF National Competition (2008-09 school year)
- 1st Place Award AAF Regional Conference (2008-09 school year)