

Sarah Martinez

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Present Address (until May 2007)

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Permanent Address

211 Gardenview Terrace
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OBJECTIVE

To secure an internship in financial marketing

EDUCATION

Bachelor of Science in Business Administration, 5/07
Concentration: **Marketing**

State University College at Buffalo, New York
Major GPA: 3.6/4.0, Dean's List 4 Semesters

RELATED COURSEWORK

Marketing on the Internet
Advertising Campaign Management

Advertising Concepts and Practices
Marketing Research

Consumer Behavior
Electronic Commerce

CLASS PROJECT

Marketing

1/06-5/06

- Researched the realignment and repositioning of the retirement product line for a bank
- Created differentiated marketing strategy for each market segment's needs and expectations
- Presented marketing plan to management

STUDENT LEADERSHIP

President, Students In Free Enterprise

8/06-present

- Coordinate and market all organization activities including membership drives and recruitment events
- Organized the Hertel Avenue Community Collaborative, a project to teach small business owners how to successfully collaborate with neighboring businesses to share advertising costs, implement events, and launch new business ventures
- Won a regional competition for project

Vice-President, Society for the Advancement of Management

8/05-5/06

- Initiated department brown bag series and developed peer mentor program

RELATED EXPERIENCE

Customer Service Representative, HSBC, Sodus, New York

5/06-8/06

- Marketed retirement and loan products to customers in person and on the phone
- Investigated and resolved customer concerns
- Processed deposits, payments, and other transactions daily

ADDITIONAL EXPERIENCE

Store Front Employee, Tim Horton's, Amherst, New York

1/04-present

- Train and coach new and current employees

Cook, Pizza Hut, Amherst, New York

6/03-1/04

- Awarded Employee of the Month 11/03

COMPUTER SKILLS

Adobe Photoshop; Microsoft Word, Excel, and PowerPoint