

Arlene Stone

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Strong Profile

MARKETING POSITION-FASHION PUBLISHING INDUSTRY

Recent graduate with proven ability to produce results in a fast-paced environment with critical deadlines. Outgoing and articulate communicator who gets along well with public and coworkers at all levels. Works well independently as well as collaboratively in a team environment. Learns quickly and enjoys challenges. Computer skills include Microsoft Word, Excel, PowerPoint and Access. Experience includes

Highlighted skills

Writing Research ♦ Analysis ♦ Media Kits ♦ Presentations ♦ Problem Solving & Trouble Shooting

EDUCATION

UNIVERSITY OF CALIFORNIA, Los Angeles, CA; May 2010
Bachelor of Arts in Communications; Minor in Marketing

Professional Experience

STAR PUBLICATIONS--*MENS MONTHLY* MAGAZINE, New York, NY ♦ 2010 to Present

Marketing Assistant

Relocated to New York after being accepted for position out of highly competitive applicant group from across U.S. Provide direct assistance to Advertising Director of prestigious men's magazine, gaining valuable hands-on experience. Day-to-day responsibilities vary and include the following:

Strong
bullets /
clear info

- Prepare business proposals... Track competitive information... Run edit credits for various categories.
- Send out media kits to new clients, assemble presentation and manage contact card file. Collaborate with promotion department to organize databases for special events.
- Handle heavy phones, interacting directly with clients. Compose correspondence and memos, sort and distribute mail and manage complimentary subscription list.
- Track monthly expenses and coordinate travel arrangements.
- Organize weekly sales staff meetings and set up conference calls for outside offices.

MEDIA PRODUCTIONS, Hollywood, CA. Summer 2009

Production Assistant

Assisted in coordinating makeup and wardrobe for commercial and infomercial productions.

- Collaborated on identifying wardrobe theme; coordinated wardrobe selections with set decoration.

TOP SPORTS PUBLICATIONS/ *FEELING GOOD* MAGAZINE, Woodland Hills, CA. Summers 2006-2009
Assistant / Intern

Worked closely with Editor-in-Chief, Fashion Editor, Beauty Editor, Senior Editor and Associate Editor of teen publication. Prioritized and coordinated multiple assignments, including transcripts, research and follow-up.

Contributed story ideas that resulted in publication, including the following:

- Assisted Fashion Editor at photo shoots, Contacted leading manufacturers to obtain sample merchandise; organized clothing for shoots; assisted with overall styling.
- Directly assisted in transforming and writing "Makeover" feature of magazine. Selected subjects; coordinated training with fitness instructors; arranged photo shoot; contributed to editorial staff meetings.
- Contributed ideas for retail accessories feature. Wrote captions, explaining new seasonal fashion trends.