JENNIFER DAWSON

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OBJECTIVE To obtain an entry-level marketing position in the telecommunications industry.

EDUCATION

Bachelor of Arts in English

Northwestern College, St. Paul, MN, May 2008 Overall GPA: 3.51 Major GPA: 3.65

Related Coursework

- Principles of Economics
- Organizational and Industrial Psychology
- Statistics

Study Abroad

<u>Universidad San Francisco de Quito, Spring 2003</u>

Studied Spanish Culture and Language

RELATED EXPERIENCE

Product Specification Specialist, Bubbs Corporation, Minneapolis, MN, June 2006 – present

- Edit marketing research data to produce a weekly report providing advertised pricing from
 10 markets for Home Entertainment categories.
- Assist in graphing a monthly in-store survey report furnishing retail shelf pricing, placement data, and trend analysis.
- Customize information for various client requests.

Marketing Intern, Eagles Publishing, Inc., River Falls, WI, September 2005 – May 2006

- Conducted competitive analysis in the consumer health and personal financial investment markets.
- Researched possible entry into the facsimile market.
- Developed new products, created direct mail advertisements, and conducted competitive market research.
- Produced written and telephone surveys addressing marketing management issues.
- Analyzed surveys using MS Excel and wrote summary reports of survey results.

Assistant Managing Editor, International College News, St. Paul, MN, Summer 2003

- Supervised project progress of contributing writers, artists, and in-house staff.
- Developed surveys to evaluate paper's readership in campus community.
- Used survey input to redesign paper content and appearance, increasing response rate.
- Edited manuscripts for accuracy, readability and grammar.

LEADERSHIP AND COMMUNITY SERVICE

Program Coordinator, Student AIDS Awareness Committee, Fall 2007 **Member**, Amnesty International, Fall 2006, Spring 2007

Summer Housing Development Worker, Habitat for Humanity, Minneapolis, MN, 2005-2007

Volunteer Mentor, Big Sisters of the Greater Twin Cities, 2004