

Marty Marketable

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WHAT I HAVE TO OFFER YOUR COMPANY for the position as a marketing, advertising, public relations intern.



- Understanding of marketing terminology and procedures.
- Ability to find and use data for research purposes.
- Ability to communicate ideas and persuade clients or customers.

EDUCATION: Will graduate in June 2011 from Smithtown High School, Smithtown, NY 11787
FUTURE PLANS: Attend a Long Island college to study Business Administration

21st CENTURY WORKPLACE COMPETENCIES

Critical Thinking Skills:

- Analyzed Super Bowl advertisements through comparing and contrasting target markets, demographics, psychographics, geographics, USA Today Ad Meter, charts, graphs and websites. Produce twenty-page analysis report.

Communications Skills:

- Presented fifteen-minute sales presentation to Marketing class for the purpose of persuading the class to purchase a product.

Creativity Skills:

- As part of my final exam I created a new product, Ankle Watches, to be marketed to students. My campaign included research, demographics, branding, slogan, budgeting, advertisements, packaging and labeling the product.

Using Resources:

- Frequently used the following resources in my class to conduct research: Advertising Age, American Demographics, and Marketing software.

Team Work and Leadership Skills:

- Led a four-member team in a group taste testing projects in which we acted as an advertising agency and was charged with the task of conducting research and come to an agreement as to final recommendations.

Time Management Skills

- Successfully completed seven various marketing projects throughout the school year in which I met deadlines for research, documentation and presentation schedules.

Computer Skills

- Utilized the following software programs in completing the marketing projects: Microsoft Word, Excel, PowerPoint, and the Internet.

Marketing Terminology and System Skills

Marketing and Promotional Mix	Consumer Behavior
Marketing Concepts and Branding	Packaging and Labeling
Advertising Media	Selling Techniques
Market Research	Public relations concepts and skills.

Learning from the Experts

- Class field trips to Macy's and Stop and Shop for on-site marketing exploration.
- Introduced to real-world concepts through class speakers such as Mr. Robert Mattson, of Sanna Mattson and MacLeod Advertising Agency; Mr. Martin Greenstein, owner of Enchanted Parties, and Mr. Mark Goldman, website coordinator for www.adsigns.com.

Workplace Experience

- **Focus Group participant** for LI Works Coalition and Cablevision. As part of my Marketing class, analyzed poster and slogan for use in actual advertising campaigns.
- **Telemarketer**, Liberty Moving and Storage, Hauppauge, NY. June 2009 – September 2009. Duties included contacting potential homeowners who wished to have their household belongings transported.