

Laura B. Smith

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OBJECTIVE Marketing Coordinator

EDUCATION Pittsburg State University • Pittsburg, KS
Bachelor of Business Administration May 2018
 Major: Management Minor: Marketing GPA: 3.4

RELEVANT SKILLS

Conversational Spanish	Detailed Organizational Abilities
Strategic Market Planning	Communication Oral/Written/Presentations
Web-based Technology	Enthusiastic Team Player

EXPERIENCE

Moonlight Theatre • Wichita, KS
Marketing Internship May 2017 - August 2017

- Designed graphic content and distributed promotional materials daily
- Led, developed and executed one special event promotion
- Assisted with media pitches, follow-up calls and interviews for summer concerts
- Mass media marketing efforts that included drafting e-blasts for campaigns
- Established relationships with sponsors, partners, vendors, and radio stations
- Aided all staff members with coordinating, planning and executing activities

The Book Place • Pittsburg, KS
Sales Assistant January 2016 - April 2016

- Helped customers with selections and sales transactions
- Balanced register nightly
- Launched the first local website to market new products
- Created monthly employee contests to promote video sales that resulted in 18% sales increase

Pittsburg State University • Pittsburg, KS
 Office of University Development
Phonathon Caller August 2015 - January 2016

- Communicated the university's goals and accomplishments
- Promoted financial support; received pledges for \$13,815

COMPUTER Windows, Microsoft Office products and Internet usage, Adobe InDesign, Photoshop, Video production and editing software

HONORS Business Honor Society, National Merit Scholar

ASSOCIATION PSU Marketing Association, 2015-2016

COMMUNITY SERVICE Assisted with organizing *Little Balkan Days* in Pittsburg, KS