

CECILIA M. LUONG

C-0000 BUCKNELL UNIVERSITY, LEWISBURG, PA 17837 570.523.0000
55 HILLTOP DRIVE, WEST BURBANK, MA 02111 617.555.1234
xxxxxx@bucknell.edu

OBJECTIVE

To obtain an entry-level sports marketing position, in which my competitive nature, adventurous spirit, and drive to excel will prove a valuable asset.

EDUCATION

Bachelor of Science, May 2007, Major: Business Administration
Bucknell University, Lewisburg, PA

- Relevant Coursework includes Consumer Behavior, Market Analysis, Psychology of Communication, Methods of Research, Business Writing

MARKETING EXPERIENCE

- Conducted market research and targeted prospective clients in the insurance industry
- Composed multimedia sales presentations using Microsoft Word, Excel, and PowerPoint
- Designed professional marketing literature using Adobe PageMaker
- Maintained and manipulated various kinds of databases for clients, products and suppliers

SALES & CUSTOMER RELATIONS EXPERIENCE

- Increased nightly sales by an average of 30% in the restaurant environment by actively ensuring excellent customer service
- Provided expert level of customer service and closed average weekly sales of \$2500 in sporting goods store
- Enhanced consumer experience through expert product knowledge and “reading the customer”

LEADERSHIP ACCOMPLISHMENTS

- Received George Bucknellian Sports Award for role in establishing varsity status of Bucknell Ultimate Frisbee Team and for displaying perseverance, dedication and excellence in the sport
- Participated in the International Outdoor Leadership Institute; a month-long expedition focusing on wilderness survival, logistics planning, team building and leadership skills
- Finished top 25 in my age group in the 2004 Bechtown Triathlon, Olympic distance

TEAMWORK

- Collaborated with customer service team to improve sales pitches, learn about new product features, and meet weekly collective sales goals
- Participated as member of six-person crew in Bechtown Offshore Sailing Race, 2004 and 2005

COMPUTER EXPERTISE

- Skilled in Microsoft Word, Excel, Access, PowerPoint, Adobe PageMaker, Quickbooks

WORK HISTORY

Administrative Assistant, Third Party Benefits, Incorporated, Lewisburg, PA, 2006-present
Customer Service Representative, Luke’s Sporting Goods, Bechtown, CA, Summer 2005
Server, Johnnie’s Pub and Brewhouse, Bechtown, CA, Summer 2004
Office Assistant, Smith’s String Corporation, Denver, CO, Summer 2003