**Jacob A. Kelly** [jakelly@vt.edu](mailto:jakelly@vt.edu) (703) 654-3210

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| **OBJECTIVE** | Sales management trainee position; goal to lead and train a sales staff |
| **EDUCATION** | **B.A., Communication Studies, Public Relations Option,**  December 20XX  **Marketing and Theatre Arts Minors**  Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA  GPA: In-major: 3.3./4.0 Overall: 2.9/4.0  Earned 50% of educational expenses  **Semester at Sea**, Spring 20XX |
| **SKILLS** | **Marketing / Sales / Promotion**   * Grossed $15,000 in three months with summer painting business. * Raised $600 in advertising space for fraternity folder project. * Raised $400 for fraternity sponsored car show. * Cold canvassed community for potential clients. * Created informational brochure for apartment leasing company. * Developed advertising campaign for class project.   **Management / Training / Organizational Ability**   * Managed daily activities of own painting business including renting/purchasing equipment and supplies, hiring assistants, budgeting, payroll. * Arranged client contracts for painting business. * Assisted in organizing talent show and benefit auction for Semester at Sea. * Coordinated sales presentation strategy for fraternity car show and trained others in sales techniques. * Trained new restaurant employees * Aided in refurbishing and renovating a restaurant. * Performed restaurant duties ranging from busboy to night manager.   **Communications / Language / Creative Projects**   * Created multimedia presentation using slides, music, and narration to brief incoming Virginia Tech students during orientation. * Developed sales presentations and assisted with advertising campaigns including radio spots, newspaper ads, billboards, posters, brochures. * Designed and distributed flyers for painting business. * Traveled around the world with Semester at Sea and used conversational Spanish skills. |
| **WORK**  **EXPERIENCE** | **Self-Employed**, (Partnership) Sunrise Painters, Reston, VA, Summer 20XX  **Waiter**, Leonard's of Washington, Washington, DC, Summers 20XX, 20XX and 20XX |
| **ACTIVITIES** | Pi Sigma Epsilon, Nat’l professional fraternity, marketing & sales management, 20xx-present **Theater Arts**, Virginia Tech, 20xx-20xx  Several roles in: "The House," "The Monster and Steven," "If Not Now, When?" |

**Features of this resume:**

* **Table** used to format; table borders set not to display on document.
* **Skills format:** skills from work, fraternity, course projects, semester at sea, summarized to support objective.
* **Note to use skills format resume with caution;** seek advice; some employers do not like skills resumes and prefer more traditional resumes.
* **Margins** = .7 **Font** = Arial 10 (Okay to fit in essential information, but don't go smaller.)
* **Garamond 11.5 font.**