

Marquita Nelson

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OBJECTIVE

Summer 2006 internship in account services in the field of advertising.

EDUCATION

Bachelor of Science, Southern Illinois University Carbondale, August 2006
Major: Journalism; Specialization: **Advertising/Integrated Marketing**
Minor: Marketing
GPA: 3.33

QUALIFICATIONS/SKILLS

Computer skills: Microsoft Word and Excel, Quark Express, Photoshop
Excellent writing and research skills
Self starter, people oriented, team player

RELEVANT COURSEWORK

Copywriting for Advertising	Creating Advertising Messages
Principles of Advertising	Mass Communication Research
Marketing Management	Politics in the Media
Intro to Public Relations	Consumer Behavior
Social Issues and Advertising	

EXPERIENCE

Sales Associate, Kay's Merchandising, Carbondale, IL, February 2005 – present

- Sell and promote products to customers in fine jewelry
- Educate customers on quality points of various gems, metals and design
- Design, set up and maintain displays
- Enter inventory count on computerized system on a weekly basis

MEMBERSHIPS

American Marketing Association, 2003 – present
Saluki Advertising Agency, 2004 – present. **Served as Account Executive**
in 2004, Treasurer in 2005.

REERENCES AVAILABLE UPON REQUEST