

Michael Jordan

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EDUCATION

Fairleigh Dickinson University , College at Florham, Madison, NJ May 2013

- Bachelor of Arts in Communication Studies
- GPA: 3.5; Phi Zeta Kappa Honor Society; Dean's List : Fall 2010 – Spring 2012

RELEVANT COURSEWORK

- Course 1
- Course 2
- Course 3
- Course 4
- Course 5
- Course 6

ACADEMIC PROJECTS

Market Research Project, Marketing 101 Fall 2012 Semester

- Researched market trends and developed a marketing campaign to effectively target our population
- Presented project proposal, while collaborating with 3 students, to a group of 30 students

RELEVANT EXPERIENCE

Chicago Bulls, Chicago, IL June 2011 – Jan. 2012

Public Relations Intern

- Managed office operations, such as handling customer inquiries, and training new interns
- Created press releases, brochure copy and video marketing materials
- Developed athlete marketing kits to publicize the accomplishments of athletes

Washington Wizards, Washington, DC Jan. 2011 – May 2011

Marketing Intern

- Created marketing materials for the NBA and developed flyers/brochures to publicize events
- Developed contact database to increase public awareness of NBA

WORK EXPERIENCE

Subway, Madison, NJ May 2010 – Present

Food Service/Cashier

- Promptly greeted guests upon entering store and assisted with food selection
- Prepared customer orders while maintaining strict adherence to store policies regarding food safety
- Assisted customers upon check out and offered additional services/items, such as store cards and upsells

CAMPUS INVOLVEMENT

Office of Campus Life Aug. 2011 - Present

Resident Assistant

- Oversee a residence hall with a total of 63 residents and ensure the safety of all residents
- Organized, implemented, and advertised community programs with consistent turnout of 50-200 attendees

Student Government Association Jan. 2011-Present

Vice President of Communications

- Participate on E-board and student run meetings regarding any on campus concerns
- Serve as a liaison between the student body and University staff members regarding any campus events

RELEVANT SKILLS

- Proficient in Microsoft Office, Microsoft Publisher, Statistical Package for the Social Sciences (SPSS)
- Fluent in Spanish; CPR Certified