



## Resume/Cover Letter/Job Fair/Interview Preparation Worksheet

<b>JOB DUTIES</b> (taken from a job listing for a Marketing Assistant position)	<b>YOUR RELATED EXPERIENCE</b> (taken from work experience, class projects, classes, clubs, etc.)
Distribution of marketing information and materials →	Previous internship experience assembling and distributing media kits
Maintain customer databases →	Student assistant job at library: input patron information
Track advertising and promotion charges →	Financial and managerial accounting courses, Cal Poly
Coordination of department's participation at book fairs Organize special author events overseas →	Co-coordinator of American Marketing Association (AMA) club annual tours
Develop and create flyers, order forms, and brochures →	Created flyers to advertise annual tours using Publisher Assisted in creation of company brochure for Edna Valley Winery (internship)
<b>QUALIFICATIONS</b>	
Excellent interpersonal and communication skills (written and verbal) →	Extensive experience in Cal Poly classes giving team presentations using PowerPoint Written report for Technical Writing class (20 pages) and Senior Project (65 pages)
Strong analytical and organizational skills →	Market Research project: analyzed market data and made recommendations Successfully use Palm Pilot to organize quarterly projects, assignments, work, and leadership responsibilities
Familiarity with computer applications including MS Word/Excel/PowerPoint, FileMaker, Photoshop →	Experience with MS Word, Excel, PowerPoint, Publisher
Work well in teams →	Extensive team projects in marketing curriculum, AMA, and internship at Edna Valley Winery
Multi-task oriented, detail oriented, excellent at time management →	Enroll in 16 units per quarter, plus hold a leadership position in AMA, and work 15 hours per week Detail-oriented through work for class projects and during internships
Speak Spanish →	Conversational Spanish
BA or BS required →	B.S. in Business Administration with concentration in Marketing Management