

SPERRY WILLSON

9344 S. PLEASANT AVENUE
PANAMA CITY BEACH, FL 32407
PHONE: 904-555-8559
EMAIL: SPERRY@UCF.EDU

PROFESSIONAL PROFILE

- Creative marketing professional with significant experience in public relations writing, communications, and media relations.
- Results-driven achiever and effective team leader with exceptional interpersonal skills.
- Highly flexible and adaptable performer; adept at multi-tasking and thriving in a fast-paced environment while coordinating numerous time-sensitive projects.
- Exceptionally motivated self-starter and creative problem-solver who works hard and loves a challenge.

EDUCATION

Bachelor of Business Administration in Marketing
University of Central Florida, Orlando, FL. December 2005
Minor: Spanish • GPA: 3.61

HIGHLIGHTS OF PROFESSIONAL SKILLS AND ACCOMPLISHMENTS

Marketing Experience

- Communicated with Spanish-speaking customers.
- Attained training in public relations writing, communications, and media relations.
- Promoted events and programs to generate new membership and participation.
- Assisted in writing, organizing, and distributing press packets and news releases.
- Edited promotional materials for publication and distribution.
- Projected advertising budgets and maintained financial records.
- Assessed consumer behavior patterns for sports complex in Orlando, FL.
- Conducted marketing research analysis for national rental car firm's Orlando office.
- Solicited advertisements from local businesses to support non-profit organizations.
- Interacted with consumers while handling purchases, complaints, and special requests.

Organizational Experience

- Assisted in registering 21,000 runners at sports complex.
- Produced a theatrical performance involving 100 volunteer actors, musicians, and crew.
- Selected and collaborated with professional convention planners and caterers for events.
- Coordinated decorations, food/beverage, and entertainment for formal events with 500 guests.
- Organized fundraising dinners for charitable causes on a limited budget.
- Wrote, designed, and published newsletters, advertisements, and playbills for 2,000 recipients.

Leadership Experience

- Selected as Chairperson of special-events committee that planned annual fundraisers, formal dinners/dances, and theatrical productions.
- Appointed to Board of Directors that coordinates activities for more than 2,000 students.
- Chosen to represent 500 students to designate \$20,000 in funding for special events and fundraisers by community service and multicultural organizations.
- Elected to positions to generate interest in multicultural organizations.
- Represented 2,500 students on committee involving university policies and procedures.

ACTIVITIES AND HONORS

- Earned Matilda Harvey Scholarship for academic achievement and extracurricular involvement
 - Won Creative Sales Award for excellent sales presentation.
 - Inducted into Beta Gamma Sigma, Business School Honor Society.
 - Achieved Student Government Association Award for "Best Leader on Campus."
 - Attained Dean's List and Honor Roll status every semester for outstanding grade point average.
 - Served as Director of Fellowships and Leadership Council for campus ministry.
 - Contributed to Student Government Association as Senator and Finance Committee Member.
 - Participated on Thanksgiving Leadership Team for local church.
-

PROFESSIONAL HISTORY

- Public Relations Intern, Harvey, Peebles, Rinaldi Communications, Orlando, FL, May 2001 to Present
 - Assistant to the Controller, Reporting Clerk, Lackland Services, Longwood, FL, May 2001 to Present
 - Production Assistant/Editor/Box Office Coordinator, St. Johns River Players, Maitland, FL, 1996 to 2002
 - Assistant for Database Entry, Community Arts Council of Central Florida, Orlando, FL, July 2001
 - Cashier, Publix Supermarkets, Panama City Beach, FL, May 1999 to May 2001
-