



# Sally Hayward

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## Objective

To contribute marketing education, as well as customer service, events-planning, and office experience, to your firm in a marketing capacity

## Professional Profile

- ♦ Rising professional with marketing experience, as well as solid interpersonal and communications skills.
- ♦ Team player who consistently strives for productive collaboration.
- ♦ Creative thinker with knowledge of marketing and promotions through education and work experience.
- ♦ Excellent organizer with solid events-planning and problem-solving skills.
- ♦ Self-starter who can work independently and handle multiple priorities and deadlines.
- ♦ Quick learner who can rapidly master all aspects of job with limited training.
- ♦ Computer-proficient in Word, Excel, Access, and PowerPoint.

## Education

- ♦ *Bachelor of Business Administration in Marketing*, Jacksonville University, Jacksonville, FL, May 2008

## Highlights of Professional Accomplishments and Experience

### Marketing

- ♦ Enhanced knowledge of retail and sales as Brand Representative for American Eagle.
- ♦ Assisted with Web-page and flier design, email communication, and direct mail as Marketing Director Assistant for health consultancy, Walton Villard Albright Poulin, LLP.
- ♦ Participated on team in consumer-behavior class that designed product and logo, identified target market, and developed marketing pitch.
- ♦ Contributed to class team that conducted marketing research for local yoga studio by pinpointing target market, suggesting ways to reach untapped market, and increasing community awareness; conducted surveys and focus groups; performed statistical research using SPS program.
- ♦ As part of class projects, improved existing logos, designed new logos, and pitched designs to clients; researched companies and target markets; developed surveys; executed focus groups; and designed products.

### Customer Service

- ♦ Interacted with customers and answered phones as Brand Representative for American Eagle.
- ♦ Communicated with clients as Marketing Director Assistant for Walton Villard Albright Poulin; contacted all hospitals in Southeast region to discuss services and new policies.

### Organizational ~ Events Planning

- ♦ Developed spreadsheets to track Walton Villard Albright Poulin customers.
- ♦ Organized retreats and planned Jacksonville University Marketing Department events for upcoming year.
- ♦ Assisted in planning classes within Jacksonville University Marketing Department.
- ♦ Stocked American Eagle store; built wall displays for new merchandise.

### Teamwork ~ Interpersonal

- ♦ Participate as active member of social sorority; contribute to community service projects, cancer charity golf tournament, and intramural games.
- ♦ Contributed as player on Jacksonville University volleyball team for three years; previously won state championships and many national titles as high-school volleyball player.

## Professional History

- ♦ *Brand Representative*, American Eagle, Jacksonville, FL, May to August 2007
- ♦ *Marketing Director Assistant*, Walton Villard Albright Poulin, LLP, Charlotte, NC, Winter 2006-2007
- ♦ *Office Assistant*, Marketing Department Office, Davis College of Business, Jacksonville University, Jacksonville, FL, Summer 2001
- ♦ *Hostess*, River City Brewing Co. Restaurant, Jacksonville, FL, Summer 2005