

CONNIE COATES

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SEEKING MARKETING INTERNSHIP

Offering skills in marketing, customer service, sales, advertising, promotion, research, French language, and Microsoft Word, PowerPoint, Excel, and Access.

EDUCATION

Bachelor of Science in Business Administration, University of Tennessee, Knoxville, TN, expected Spring 2009

Study Abroad, L'université D'avignon, Avignon, France, Spring 2007

PROFESSIONAL EXPERIENCE

Internships

Account Executive, *United Way of Knox County*, Knoxville, TN, Summer 2008

- Solicited United Way support from broad range of donors.
- Conducted employee meetings involving presentations during campaign.
- Called on corporations and followed up with corporate accounts.
- Analyzed account information and produced research reports.
- Assisted in organizing and conducting agency tours with various employee groups.

Marketing Assistant, *Auberge De Cassagne & Spa*, Avignon, France, Spring 2007

- Compiled and maintained business-contact lists.
- Responded to business and partnership inquiries.
- Assisted in translating Auberge De Cassagne & Spa Web site.
- Created content files to publish online product catalog.

Projects — conducted in courses at the University of Tennessee

Marketing Coordinator, Spring Semester 2008

- Developed marketing/advertising plan for Mary's Tasty Sandwich Shoppe, Knoxville, TN.
- Designed and implemented structured random survey.
- Created promotional flyer.

Advertising Manager, Fall Semester 2007

- Composed advertising plan for Maryville, TN-based grocery-store chain.
- Created print and radio advertisements.

Marketing Researcher, Summer Semester 2007

- Designed research project for university to investigate cause of recent enrollment trend.
- Developed data-collection forms.
- Collected, analyzed, and interpreted data.
- Prepared and presented final research report.

