



**Audio Video Market Place**  
R.R. Bowker Co.  
245 West 17th Street  
New York, NY 10011

**The Best Towns in America**  
Houghton Mifflin Co.  
222 Berkeley Street  
Boston, MA 02116

**Best's Insurance Reports**  
A.M. Best Co.  
Oldwick, NJ 08858

**The Boston Globe**  
The Globe Newspaper Co.  
135 Morrissey Boulevard  
P.O. Box 2378  
Boston, MA 02107

**Braddock's Federal-State-Local Government Directory**  
Braddock Communications  
909 N. Washington Street, Suite 310  
Alexandria, VA 22314

**Burrelle's Media Directory**  
Burrelle's Media Directorics  
75 East Northfield Road  
Livingston, NJ 07039

**Business Rankings Annual**  
Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

**The Career Guide: Dun's Employment Opportunities Directory**  
Dun & Bradstreet Information Services  
899 Eaton Avenue  
Bethlehem, PA 18025

**Career Information Center**  
Macmillan Publishing Group  
866 Third Avenue  
New York, NY 10022

**ABI/Inform On Disc**  
UMI—Data Courier, Inc.  
620 South Fifth Street  
Louisville, KY 40202

**America's Corporate Families**  
Dun & Bradstreet Information Services  
899 Eaton Avenue  
Bethlehem, PA 18025

**American Bank Directory**  
McFadden Business Publications  
6195 Crooked Creek Road  
Norcross, GA 30092

**American Bar Association Directory**  
American Bar Association  
750 North Lake Shore Drive  
Chicago, IL 60611

**ARTSearch**  
Theatre Communications Group, Inc.  
355 Lexington Avenue  
New York, NY 10017

**ASCUS Annual**  
Association for School, College & University Staffing  
1600 Dodge Avenue, S-330  
Evanston, IL 60201

### **Careers Encyclopedia**

WCM Career Horizons  
NTC Publishing Group  
4255 West Touhy Avenue  
Lincolnwood, IL 60466

### **Careers in State and Local Government**

Garrett Park Press  
Garrett Park, MD 20896

### **The Chronicle of Higher Education**

1255 Twenty-Third Street, NW  
Washington, DC 20037

### **College Placement Council Annuals**

62 Highland Avenue  
Bethlehem, PA 18017

### **College to Career: The Guide to Job Opportunities**

Joyce Mitchell  
The College Board  
P.O. Box 866  
New York, NY 10101

### **Community Jobs:**

#### **The National Employment Newspaper for the Non-Profit Sector**

ACCESS: Networking in the Public Interest  
50 Beacon Street  
Boston, MA 02108

### **Companies That Care**

Hal Morgan and Kerry Tucker  
Simon & Schuster/Fireside  
Simon & Schuster Building  
Rockefeller Center  
1230 Avenue of the Americas  
New York, NY 10020

### **The Complete Guide to Public Employment**

Ronald Krannich and Caryl Krannich  
Impact Publications  
4580 Sunshine Court  
Woodbridge, VA 22192

### **Consultants and Consulting Organizations Directory**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

#### **County Executive Directory**

Carroll Publishing  
1058 Thomas Jefferson Street, NW  
Washington, DC 20077

#### **Current Jobs for Graduates**

#### **Current Jobs for Graduates in Education**

#### **Current Jobs in Writing, Editing & Communications**

Plymouth Publishing, Inc.  
P.O. Box 40550  
5136 MacArthur Boulevard, NW  
Washington, DC 20016

#### **Dialing for Jobs: Using the Phone in the Job Search (video)**

JST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202

#### **Dictionary of Occupational Titles**

U.S. Department of Labor  
Employment and Training Administration  
Distributed by Associated Book Publishers, Inc.  
P.O. Box 5657  
Scottsdale, AZ 86261

#### **Directory of City Policy Officials**

National League of Cities  
1301 Pennsylvania Avenue, NW  
Washington, DC 20004

#### **Directory of Directories**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

#### **Directory of Management Consultants**

Kennedy and Kennedy, Inc.  
Consultants News  
Templeton Road  
Fitzwilliam, NH 03447

**DISCOVER**

American College Testing  
Educational Services Division  
P.O. Box 168  
Iowa City, IA 52244

**Effective Answers to Interview Questions (video)**

JIST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202

**Employer's Expectations (video)**

JIST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202

**Equal Employment Opportunity Bimonthly**

CRS Recruitment Publications/CASS Communications, Inc.  
60 Revere Drive  
Northbrook, IL 60062

**Federal Career Opportunities**

Gordon Press Publishers  
P.O. Box 459  
Bowling Green Station  
New York, NY 10004

**Federal Jobs Digest**

Breakthrough Publications  
P.O. Box 594  
Millwood, NY 10546

**Folio: The Magazine for Magazine Management**

Six River Bend Center  
911 Hope Street  
P.O. Box 4294  
Stamford, CT 06907

**Foundation Grants to Individuals**

The Foundation Center  
79 Fifth Avenue  
New York, NY 10003

**Government Job Finder**

Daniel Lauber  
Planning/Communications

7215 Oak Avenue  
River Forest, IL 60305

**Graduate Management Admissions Test**

Graduate Management Admission Council  
P.O. Box 6108  
Princeton, NJ 08541

**Graduate Record Exam**

Graduate Record Examinations Board  
Educational Testing Service  
P.O. Box 6000  
Princeton, NJ 08541

**Handbook for Business and Management Careers**

VGM Career Horizons  
NTC Publishing Group  
4255 West Touhy Avenue  
Lincolnwood, IL 60646

**The Handbook of Private Schools**

Porter Sargent Publishers, Inc.  
11 Beacon Street, Suite 1400  
Boston, MA 02108

**Harrington-O'Shea Career Decision Making System**

American Guidance Service  
4201 Woodland Road  
P.O. Box 99  
Circle Pines, MN 55014

**Hoover's Handbook of American Business**

The Reference Press  
6448 Highway 290 E, Suite E-104  
Austin, TX 78723

**How to Write a Winning Personal Statement for Graduate and Professional School**

Richard Stetler  
Peterson's Guides  
P.O. Box 2123  
Princeton, NJ 08543

**Independent School**

National Association of Independent Schools  
1620 L Street, NW  
Washington, DC 20036

**Index of Majors and Graduate Degrees**

College Board Publications

P.O. Box 886

New York, NY 10101

**Infotrac CD-ROM Business Index**

Information Access Co.

362 Lakeside Drive

Foster City, CA 94404

**The International Educator**

Overseas Schools Assistance Corp.

P.O. Box 513

Cummaquid, MA 02637

**International Employment Gazette**

1525 Wade Hampton Boulevard

Greenville, SC 29609

**International Television Association Membership Directory**

International Television Association

6311 North O'Connor Road, LB 51

Irving, TX 75039

**ISS Directory of Overseas Schools**

International Schools Services

P.O. Box 5910

Princeton, NJ 08543

**Job Bank Series:**

Atlanta Job Bank

Boston Job Bank

Chicago Job Bank

Dallas-Ft. Worth Job Bank

Denver Job Bank

Detroit Job Bank

Florida Job Bank

Houston Job Bank

Los Angeles Job Bank

Minneapolis Job Bank

New York Job Bank

Northwest Job Bank

Ohio Job Bank

Philadelphia Job Bank

St. Louis Job Bank

San Francisco Job Bank

**Seattle Job Bank**

Washington, DC Job Bank

Bob Adams, Inc.

260 Center Street

Holbrook, MA 02343

**Job Hotlines USA**

Career Communications, Inc.

P.O. Box 169

Harleyville, PA 19438

**The Job Hunter**

The National Bi-Weekly Publication for Job Seekers

Career Planning and Placement Center

University of Missouri-Columbia

100 Noyes Building

Columbia, MO 65211

**Job Seekers Guide to Private and Public Companies**

Gale Research Inc.

P.O. Box 33477

Detroit, MI 48232

**Million Dollar Directory: America's Leading Public and Private**

**Companies**

Dun & Bradstreet Information Services

899 Eaton Avenue

Bethlehem, PA 18025

**Moody's Manuals**

Moody's Investors Service

99 Church Street

New York, NY 10007

**Municipal Executive Directory**

Carroll Publishing Co.

1058 Thomas Jefferson Street, NW

Washington, DC 20077

**The Municipal Yearbook**

International City Management Association

777 N. Capitol Street, N.E., Suite 500

Washington, DC 20002

**Myers-Briggs Type Indicator**

Consulting Psychologists Press, Inc.

3803 E. Bayshore Road

Palo Alto, CA 94303

**National Center for Education Statistics**  
"America's Teachers: Profile of a Profession"

U.S. Department of Education  
Office of Educational Research and Improvement  
Washington, DC 20208

**National Directory of Arts Internships**

National Network for Artist Placement  
935 West Avenue 37  
Los Angeles, CA 90065

**National Directory of Internships**

National Society for Internships and Experiential Education  
3509 Haworth Drive, Suite 207  
Raleigh, NC 27609

**National Directory of Weekly Newspapers**

National Newspaper Association  
1627 K Street, NW, Suite 400  
Washington, DC 20006

**National Job Bank**

Bob Adams, Inc.  
260 Center Street  
Hollbrook, MA 02343

**National Teacher Exam**

Educational Testing Service  
P.O. Box 6051  
Princeton, NJ 08541

**National Trade and Professional Associations of the United States**

Columbia Books Inc.  
1212 New York Avenue, NW, Suite 330  
Washington, DC 20005

**NewsLinks: The Newspaper of International Schools Services**

15 Roszel Road, P.O. Box 5910  
Princeton, NJ 08543

**The Newspaper Guild**

8611 Second Avenue  
Silver Spring, MD 20910

**Newspapers Career Directory**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

**Non-Profit Job Finder**

Planning/Communications  
7215 Oak Avenue  
River Forest, IL 60305

**Occupational Outlook Handbook**

**Occupational Outlook Quarterly**

U.S. Department of Labor  
Bureau of Labor Statistics  
Washington, DC 20212

**Occupational Thesaurus**

Lehigh University  
Bethlehem, PA 18015

**The 100 Best Companies to Sell For**

Michael Harkavy and the Philip Lief Group  
John Wiley & Sons  
605 Third Avenue  
New York, NY 10158

**The 100 Best Companies to Work for in America**

Robert Levering and Milton Moskowitz  
A Currency Book published by Doubleday  
Bantam Doubleday Dell Publishing Group, Inc.  
666 Fifth Avenue  
New York, NY 10103

**101 Challenging Government Jobs for College Graduates**

An Arco Book  
Prentice Hall Press  
New York, NY 10023

(Out of print, but it can be found in many career libraries.)

**Opportunities in Banking**

**Opportunities in Book Publishing Careers**

**Opportunities in Business Communications**

**Opportunities in Federal Government Careers**

**Opportunities in Insurance**

**Opportunities in Journalism**

**Opportunities in Marketing**

**Opportunities in Nonprofit Organizations**

**Opportunities in Sports and Athletics**

**Opportunities in State and Local Government Careers**

**Opportunities in Television and Radio**

VGM Career Horizons  
NTC Publishing Group  
4255 West Touhy Avenue  
Lincolnwood, IL 60646

**Overseas Employment Opportunities for Educators**

Department of Defense  
Office of Dependents Schools  
2461 Eisenhower Avenue  
Alexandria, VA 22331

**Patterson's American Education**

**Patterson's Elementary Education**  
Educational Directories Inc.  
P.O. Box 199  
Mount Prospect, IL 60056

**Peterson's Grants for Graduate Students**

**Peterson's Guide to Four-Year Colleges**

**Peterson's Guide to Independent Secondary Schools**

**Peterson's Guide to Two-Year Colleges**

**Peterson's Guides to Graduate Study**

**Peterson's Internships**

Peterson's Guides  
P.O. Box 2123  
Princeton, NJ 08543

**Places Rated Almanac**

Prentice Hall General Reference & Travel  
15 Columbus Circle  
New York, NY 10023

**Professional Career series:**

**Advertising**

**Business**

**Communications**

**Computers**

**Health Care**

**High Tech**

**VGM Career Horizons**

NTC Publishing Group  
4255 West Touhy Avenue  
Lincolnwood, IL 60646

**Professional's Job Finder**

Planning/Communications

7215 Oak Avenue  
River Forest, IL 60305

**Regional, State and Local Organizations**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

**Schools Abroad of Interest to Americans**

Porter Sargent Publishers  
11 Beacon Street, Suite 1400  
Boston, MA 02108

**Security Dealers of North America**

Standard and Poor's Corp.  
25 Broadway  
New York, NY 10004

**The Skills Search (video)**

JIST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202

**Sports Marketplace**

Sportsguide  
P.O. Box 1417  
Princeton, NJ 08542

**Standard and Poor's Industry Surveys**

**Standard and Poor's Register of Corporations**  
Standard and Poor's Corp.  
25 Broadway  
New York, NY 10004

**Standard Directory of Advertising Agencies**

Reed Reference Publishing  
P.O. Box 31  
New Providence, NJ 07974

**State Executive Directory**

Carroll Publishing Co.  
1058 Thomas Jefferson Street, NW  
Washington, DC 20077

**State Government Research Directory**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

**Strong Interest Inventory**

Consulting Psychologists Press, Inc.  
3803 E. Bayshore Road  
Palo Alto, CA 94303

**The Tough New Labor Market of the 1990s (video)**

JIST Works, Inc.  
720 North Park Avenue  
Indianapolis, IN 46202

**Upper Valley Teacher Training Institute**

106 Hanover Street, Suite 202  
Lebanon, NH 03766

**U.S. Industrial Outlook**

Superintendent of Documents  
P.O. Box 371954  
Pittsburgh, PA 15250  
(S/N 003-009-00618-0)

**U.S. News and World Report**

2400 N. Street, NW  
Washington, DC 20037

**The Video Register & Teleconferencing Resources Directory**

Knowledge Industries Publications  
701 Westchester Avenue  
White Plains, NY 10604

**Ward's Business Directory of Corporate Affiliations**

Gale Research Inc.  
P.O. Box 33477  
Detroit, MI 48232

**What Can I Do with a Major in . . . ?**

Lawrence Malnig with Anita Malnig  
Abbott Press  
P.O. Box 433  
Ridgefield, NJ 07657

**Where the Jobs Are: A Comprehensive Directory of 1200 Journals Listing Career Opportunities**

S. Norman Feingold and Glenda Hansard-Winkler  
Garrett Park Press  
P.O. Box 190  
Garrett Park, MD 20896

**Who Audits America**

Data Financial Press  
P.O. Box 668  
Menlo Park, CA 94026

**World Chamber of Commerce Directory**

P.O. Box 1029  
Loveland, CO 80539

**Y National Vacancy List**

YMCA of the USA  
101 North Wacker Drive  
Chicago, IL 60606

TERRI BAKKEMO

700 Thornborough Rd.  
Chattanooga, TN 37521  
615/555-2111

CAREER OBJECTIVE

A career in the field of broadcast journalism where I can utilize my experience in writing, editing and research.

EDUCATION

HOWARD UNIVERSITY, Washington, D.C.  
Bachelor of Arts, Journalism, 1990

WORK EXPERIENCE

WDC-TV, Washington, D.C.  
Research Assistant/News Department, Summer 1990  
Assisted in the production of a news show. Served as a copy aide. Worked at UPI office during congressional hearings. Handled general research duties.

CAPITOL MAGAZINE, Washington, D.C.  
Editorial Assistant to Senior Editor, Summer 1989  
Coordinated an organized system of manuscript flow between editors. Assisted in editing and proofreading copy. Rewrote news articles and planned new stories and layout ideas.

CHATTANOOGA NEWS, Chattanooga, TN  
Intern, Summer 1988  
Assisted in layout, editing and reporting for local newspaper. Wrote and edited articles.

PARK ADVERTISING, INC., Chattanooga, TN  
Creative Department Intern, Summer 1987  
Handled proofreading and editing of copy. Assisted in demographic research.

HONORS

Rebook Scholarship, 1989, 1990  
Dean's List

REFERENCES

Available on request

ROSEMARY DEBORAH PARKER

5509 E. George St. #442  
Columbia, SC 29263  
803/555-2893

CAREER OBJECTIVE: Magazine editor.

SKILLS & ACCOMPLISHMENTS:

- \* Evaluated submitted manuscripts for a monthly magazine.
- \* Handled copy editing and rewriting of manuscripts.
- \* Worked with artists and designers on layout aspects.
- \* Supervised the publication of an anthology of poetry.
- \* Served as proofreader for feature articles.
- \* Handled copy editing duties for local newspaper.
- \* Reported on events of local interest.
- \* Represented employer at several publishing conferences.

EMPLOYMENT HISTORY:

Carolina Woman, Columbia, SC  
Assistant Editor, 1984 - present  
Raleigh Gazette, Raleigh, NC  
Copy editor/reporter, 1981 - 1983

EDUCATION:

Columbia University, Columbia, SC  
B.A. in Journalism, 1981  
Minor in English

HONORS:

Summa Cum Laude  
Journalism Award, 1980  
Henry Moffatt Scholarship recipient, 1978 - 1981

MEMBERSHIPS:

Southern Writers Association  
American Association Of Magazine Publishers

References provided upon request



TERESA MORBITO  
15 Fourth St. East  
Boston, MA 02115  
602/555-4009

JOB OBJECTIVE: Graphic Designer.

EXPERIENCE: New England News, Cambridge, MA  
Manager, Advertising Dept., 1988 - 1990  
Conceived and designed ads for publication.  
Oversaw development, layout and typesetting.  
Maintained financial records and accounts. Handled  
staff hiring. Used stat camera and computer graphics.

Childs Advertising, Inc., Chicago, IL  
Staff Artist, Summer 1987 - 1988  
Involved in concept development, typesetting, design  
and layout. Gained experience in half-tone photography,  
platemaking, stripping and finishing.

The Ledger, Chicago, IL  
Cartoonist, 1987 - 1988  
Drew cartoons for University of Chicago student  
newspaper.

EDUCATION: Cambridge School of Design, Cambridge, MA  
M.A. in Graphic Design, 1990  
Areas of study included advertising, design, copywriting,  
drawing, kinegraphics.

University of Chicago, Chicago, IL  
B.A. in Visual Communications, 1988

SEMINARS: Eastern Design Conference, 1988, 1989  
Illustrators Seminar, Boston, MA, 1988  
Henry F. Droz Airbrush Workshop, Chicago, IL, 1987  
Chicago Design Conference, 1987

MEMBERSHIPS: Cambridge Design Association, 1988 - present  
Women in Film, Chicago, IL, 1986 - 1988  
Progressive Design Club, New York, NY 1985 - present

REFERENCES: Available upon request

HARRISON CRUMPET  
3338 W. Redbook Drive  
Amarillo, TX 78077  
806/555-1910

JOB SOUGHT: Director of Traffic for a television station.

WORK EXPERIENCE: WARM-TV, Amarillo, TX  
Assistant Director of Traffic, 1987 - present

Acted as contact between syndication companies and station.  
Created TV log. Established sales availabilities. Screened and  
processed tapes and films. Pulled and disseminated teletype  
information.

WPIX-TV, El Paso, TX  
Assistant to the Traffic Director, 1985 - 1987

Handled maintenance of traffic boards. Filed and updated TV logs.  
Prepared advanced program information for TV listings. Ordered  
films and tapes for future use. Organized processing procedure for  
PSA's.

Assistant to Head Programmer, 1984 - 1985

Oversaw program scheduling. Updated and maintained TV log.  
Handled public service spots. Routed correspondence for Head  
Programmer.

EDUCATION: Amarillo State College, Amarillo, TX  
B.A. in Communications, 1983  
Area of concentration - Television

Horton Junior College, Horton, TX  
1980 - 1981

MEMBERSHIPS: Texas Communications Association  
Amarillo Citizens Council

References available on request

terri franks  
15 nob hill  
san francisco, ca 91405

job objective

graphic designer

work experience

terri franks design, san francisco, ca  
freelance designer, 1986 to present  
designed brochures, ads, posters. coordinated fashion shows.  
created business systems.

berkeley college of design, berkeley, ca  
graphic design intern, 1989  
designed printed materials for university clients, including alumni journal  
and admissions brochure.

fern labs, inc., palo alto, ca  
graphics assistant, 1985 - 1986  
designed and produced illustrations for brochures.

university of minnesota, minneapolis, mn  
photographer, 1977 - 1979  
took photos for university publications.

education

berkeley college of design, berkeley, ca  
b.a. in graphic design, 1990  
areas of concentration: photography, publication design, copywriting,  
typography, packaging

university of minnesota, minneapolis, mn  
b.a. in history, 1979

awards

northern california photography exhibit, 3rd place, 1989  
berkeley student design show, honorable mention, 1989

references available upon request

REGINA REGAN JOHNSON

702 Fern Dell  
Glenview, IL 60067  
708/555-4928

WRITING EXPERIENCE

Screenplays

Completed spec screenplay, CARNIVAL and treatments for  
forthcoming spec screenplays: HAROLD AND FRED,  
DREAMHOUSE, THE OUTSIDER, JOB-HUNTING, THE  
ADVENTURES OF LITTLE LEON, and THE CARPET SWEEPER.

Children's Books

Wrote Hats (now in revision at Houghton Mifflin, Boston,  
MA) and The Carpet Sweeper.

Short Stories

Wrote A Garden - collected short stories and two one-act  
plays.

Published Writings

Published twice in The Christian Science Monitor on the  
"Home Forum" and "Home and Family" pages. Published poems  
and children's articles in The Christian Science  
Sentinel.

PROFESSIONAL MEMBERSHIPS

Participating as a full member in:  
Women in Film, Chicago, IL  
Society of Children's Book Writers  
The Writers - Deerfield, IL  
Associate member: Society of Midland Authors, Chicago, IL

EDUCATION

Northwestern University, Evanston, IL

Received BA in English, June, 1985.  
Majored in Theatre and English for three years at  
Northwestern University, then returned to Northwestern  
after rearing two sons to complete BA degree in English.  
Admitted, shortly thereafter, to the Writing Program.  
Studied fiction writing under Jonathan Brent and Mary  
Gray Hughes, and playwrighting with David Rush. Recently,  
completed a Graduate course in feature film writing with  
Mary-Terese Cozzola at Northwestern University.

References available upon request

WILLIAM HARRIS

P.O. Box 4112  
Fargo, ND 52289  
701/555-3930

OBJECTIVE

To obtain an entry level position at a commercial radio station.

RADIO EXPERIENCE

WND-RADIO, Fargo, ND  
ASSISTANT GENERAL MANAGER, 1989 - 1990  
Assisted in the management of a student-run college radio station.  
Helped to direct and supervise a board of directors and an on-air staff to insure efficient day-to-day operations. Established music format guidelines and made other management-oriented decisions.  
Wrote and edited budget proposals. Assisted in financial matters.

WND-RADIO, Fargo, ND  
ALTERNATIVE MUSIC DIRECTOR, 1987 - 1990  
Created and implemented station alternative music format. Managed, scheduled and trained a staff of 15 on-air disc jockeys. Planned and organized club performances by local bands in conjunction with the station. Served as on-air personality.

WORK EXPERIENCE

FOSTER'S CANTINA, Fargo, ND  
Waiter, 1989

GANDY'S SHOES, Yucca, ND  
Salesman, 1987 - 1988

EDUCATION

FARGO COLLEGE, Fargo, ND  
B.S. in Business Administration, 1990

ACTIVITIES

Studio Engineer, 1987 - 1990  
News Announcer, 1988  
Treasurer, Glee Club, 1989 - 1990  
Football Team, 1987 - 1988

REFERENCES

Provided on request

GREG GOLD  
1661 Corn Row Drive  
Cedar Rapids, IA 53309  
319/555-2909 (Home)  
319/555-8888 (Work)

JOB OBJECTIVE: Engineering Technician/Cameraman

SKILLS:

- \* all camera operations for film and video
- \* studio lighting
- \* set design
- \* film editing
- \* dubbing
- \* gaffing
- \* audio-video switching
- \* mixing
- \* technical troubleshooting

EMPLOYMENT HISTORY:

WCED-TV, Cedar Rapids, IA  
Engineering Assistant, 1987 - present  
Drawbridge Productions, Des Moines, IA  
Assistant Cameraman, Summer 1986  
WWOR Radio, Jackson, MS  
Engineer, 1985 - 1987

EDUCATION:

Jackson University, Jackson, MS  
B.S. in Communications, 1988

REFERENCES:

GEORGE GHERING  
329 Kedzie Ave.  
Evanston, IL 60202  
708/555-8487

OBJECTIVE: A position as an assistant advertising account executive.

SKILLS & ACHIEVEMENTS

- \* Coordinated media planning and buying
- \* Researched potential markets for ad campaigns
- \* Supervised artwork, layout and production
- \* Handled sales promotions
- \* Wrote original copy for ads
- \* Supervised trade shows and press shows
- \* Arranged and conducted sales meetings
- \* Designed marketing strategies
- \* Wrote and distributed press releases
- \* Acted as liaison to outside ad agencies

WORK EXPERIENCE

Advertising Coordinator, 1988 - present  
Scandinavian Design, Evanston, IL

Assistant Coordinator of Advertising, 1982 - 1987  
Marshall Fields, Evanston, IL

Assistant Sales Manager, 1980 - 1982  
Rose Records, Skokie, IL

Salesperson, 1978 - 1980  
Gemco, Inc., Chicago, IL

EDUCATION

B.A. in English, Northwestern University, 1978

SEMINARS

"Advertising in the 90's" - Northwestern University, 1989  
"Account Management" - Loyola University, 1987

REFERENCES

Available on request

CAROL BAKER  
4420 Sunset Blvd.  
Hollywood, CA 90027  
213/555-9098

JOB SOUGHT: Promotion Director for a TV station.

SKILLS AND ACHIEVEMENTS

Promotion/Marketing

- \* Wrote and designed promotional pieces
- \* Evaluated content and direction of promotions
- \* Handled market research/demographic research
- \* Consulted clients on marketing plans

Video Production

- \* Handled shooting procedures, audio, lighting, casting and editing.
- \* Wrote and edited shooting scripts
- \* Determined production values for marketing accounts
- \* Oversaw postproduction and placement
- \* Coordinated presentations to clients

Media Planning

- \* Advised clients on media strategies
- \* Oversaw media budgets
- \* Determined and implemented marketing objectives
- \* Negotiated spot rates for clients

EMPLOYMENT HISTORY

Geary Advertising, Inc., Los Angeles, CA  
Media Planner, 1984 - 1990

Goebert & Radner, Inc., Chicago, IL  
Assistant Media Buyer, 1981 - 1984

Sears, Inc., Chicago, IL  
Advertising Assistant, 1980 - 1981

EDUCATION

Drake University, Des Moines, IA  
B.A. in Economics, 1980  
Minor in Advertising  
Phi Beta Kappa  
Dean's List

References available on request

SONDRA NIKE

5500 W. Redwood Drive #323  
Salt Lake City, UT 83902  
801/555-3921

OBJECTIVE

A career in the field of graphic design.

EDUCATION

Utah State College of Design, Salt Lake City, UT

Currently working towards a B.A. in Design; expected June 1991  
Coursework includes: Advertising Design, Poster Design, Lettering,  
Typography, Calligraphy, Printing & Photography.

Harper College, Palatine, IL

Attended two years, 1987 - 1988

EXPERIENCE

Utah State College of Design, Salt Lake City, UT

Designed Music Festival Poster (1990), program cover for Alumni  
Association (1990), ads for the Design Club Convention (1989), poster  
for Utah Singers appearance (1989).

Harris Drafting & Art Supplies, Arlington Heights, IL  
Sold supplies to artists, architects and designers in the area.

AWARDS

Utah State College Design Show, Honorable Mention, 1990

Music Festival Poster Competition, First Place, 1990  
Western Art Fair, Third Prize, Design Category, 1989  
Dean's List, 1989, 1990

ACTIVITIES

Member of Utah Design Club  
Member of Zeta Phi Sorority  
Western Poster Design Workshop

REFERENCES

Available on request

RHONDA MARONER

5320 Wilshire Blvd.  
Los Angeles, CA 90069  
213/555-9282

OBJECTIVE: Seeking a publicity/marketing position in the communications industry.

WORK

EXPERIENCE:

WRT Records, Los Angeles, CA  
Marketing Director, 9/88 - present  
Handled distribution, retail marketing, advertising and  
mail order marketing. Wrote biographies and coordinated  
publicity. Obtained knowledge regarding domestic and  
overseas independent distribution, buyers for U.S. chain  
stores and Billboard reporters.

Hit Productions, Los Angeles, CA  
Public Relations/Marketing Assistant, 5/87 - 9/88  
Assisted PR Director with all duties, including radio  
promotion and retail marketing. Coordinated radio and  
print interviews for artists. Typing, filing and answering  
phones.

KITV Radio, Los Angeles, CA  
Music Director, 6/86 - 5/87  
Selected appropriate music for a contemporary jazz format.  
Oversaw daily operations of music library and programming  
department. Supervised a staff of six.

EDUCATION:

UCLA, Los Angeles, CA  
B.A. in Arts Management, May 1985

ACTIVITIES:

Phi Mu Alpha Music Fraternity, President  
National Association of College Activities  
Alpha Lambda Fraternity

SPECIAL

SKILLS: Working knowledge of Microsoft Word and Lotus 123.

References available on request.

EUNICE T. BODEANE  
1221 E. Cambridge Ave.  
Lynn, MA 02129  
617/555-8800  
617/555-9922

DARRYL PANDY  
3300 E. 17TH ST. #2  
ST. LOUIS, MO 54098  
314/555-8979

OBJECTIVE: A position as publicist with an arts organization.

Job Objective

Seeking a career in copywriting for an advertising agency

WORK EXPERIENCE: Boston Opera Co., Boston, MA  
P.R. Assistant, 1986 - present

Composed press releases and public service announcements which publicized Opera events. Developed contacts with Boston entertainment columnists which resulted in extensive coverage. Organized a calendar of advertising deadlines. Wrote ad copy for print and radio media.

Sandra Watt Agency, Boston, MA  
Editorial/P.R. Assistant, 1981 - 1986  
Edited technical and literary manuscripts. Compiled a directory of Boston editors and publishers for agency use. Organized an educational workshop for local writers.

EDUCATION: Ithaca University, Ithaca, NY

B.S. in Advertising, 1980  
Coursework included: Marketing Techniques, Advertising, Corporate Public Relations, P.R. Techniques.

Employment Experience

PORTER & COOK, St. Louis, MO  
Assistant Copywriter, 1986 - present

Education

WASHINGTON UNIVERSITY, St. Louis, MO  
B.A. in Advertising, 1985

HONORS: Sigma Kappa Nu Honorary Society

Honors in Advertising  
Dean's List  
Myron T. Kapp Public Relations Award

ACTIVITIES: Student Government Representative

Homecoming Committee  
Soccer Club

Honors

Dean's List, 1984, 1985  
Cum Laude, 1985  
Jerome T. Coppick Advertising Award, 1984

SPECIAL SKILLS: Proficient on IBM hardware and Word Perfect 5 software.  
Fluent in Italian.

References

Available on request

REFERENCES PROVIDED IF NEEDED

SANTI 4390 S. Finley  
NOLE Baton Rouge, LA 20932

504/555-3903  
504/555-3892

CAREER OBJECTIVE

Graphic Design.

EDUCATION

University of Louisiana, Baton Rouge, LA  
Bachelor of Arts, Graphic Design, June 1989  
Emphasis: environmental graphics, corporate identity, packaging, publication design, television graphics, typography.

Indiana State University, Terre Haute, IN  
1987 - 1988

Emphasis: illustration, screen printing, communication studies.

Terre Haute Junior College, Terre Haute, IN  
1986

WORK EXPERIENCE

Baton Graphics, Baton Rouge, LA  
Graphic Designer, 1989 - present

Baton Graphics, Baton Rouge, LA  
Intern, Summer 1988

University of Louisiana, Baton Rouge, LA  
Yearbook Art Director, 1988

Art Director, Empire Magazine, 1988

Art Director, Empire Magazine, 1988

MEMBERSHIPS

Art Directors and Artists Club, 1989

AWARDS

Student Design Competition, First Place, University of Louisiana

Jameson P. Waterbury III  
124 West 57th Street  
New York, New York 10019

Work: 212/555 2211  
FAX: 212/555 1355  
Home: 212/555 2562

Objective: A career in the advertising industry

Education:

Georgetown University, College of Business, Washington, DC  
Bachelor of Arts in Advertising, 1992  
Major Advertising, Minor Marketing and Graphic Arts

Skills Development:

- Handled six accounts for mid sized advertising agency
- Assisted with traffic control in advertising agency
- Served as intermediary between client and advertising executives
- Accepted in writing ad copy and designing ads for magazine publication
- Did advertising for various business clients of advertising agency
- Completed ad copy and design
- Organized and supervised production process
- Did copy research and design for various clients
- Did copy research and design for various clients
- Did copy research and design for various clients
- Did copy research and design for various clients

Work Experience:

- John+Penrice Agency, New York, NY  
• Advertising Executive, 1992-1993
- Georgetown Weekend Magazine, DC  
• Advertising Executive, 1992-1993
- Capital Reporter, Washington, DC  
• Advertising Executive, 1992-1993

Honors:

MARY E. GLANCY  
72 College Street  
Beloit, Wisconsin 53511  
(608) 555-4267

**OBJECTIVE** To secure a position in advertising copywriting.

Beloit College, Beloit, Wisconsin  
Bachelor of Arts in Journalism, August 1991  
Minors in Creative Writing and Multicultural Studies  
Honorable Mention, Thorpe Prize for Creative Writing, 1990.

Courses included: Journalism, Advertising Writing, Campaign Management and Strategic Planning, Advertising Account Management, Business Communications, and Creative Writing

**COMPUTER SKILLS**

On Macintosh, IBM-PC and Apple IIgs computers, have working knowledge of the following software: Quark XPress, MS Word, MacWrite, PageMaker, CricketGraph, Freehand, Illustrator, Mousewrite, Multiscribe GS, Word Perfect, and Appleworks.

**SUPPORTING EXPERIENCE:**

- Served as advertising coordinator for weekly college newspaper, 1989-90
- Attended Desktop Publishing Workshop for professional training in use of Quark XPress software program, April, 1989
- Worked as copyeditor for college newspaper, fall 1988
- Assisted as copyeditor for professor's philosophy dissertation, 1988
- Contributed as reporter and photographer for college paper, 1986-90
- Served as English tutor for Japanese college students, 1988-89
- Assisted in producing and circulating bi-monthly newsletter for Women's Center

**ADDITIONAL EXPERIENCE**

Also worked as substitute teacher, child care provider, preschool instructor, restaurant server, cook, and busperson, as newspaper deliverer, cashier, office aide, caterer, and ski chair lift operator.

**COLLEGE ACTIVITIES**

Active as varsity athlete in softball and soccer, volunteer with the admissions office, and as Outing Club member. Member of Students for an Integrated Curriculum and Beloit College Women's Center.

**REFERENCES AVAILABLE UPON REQUEST**

**Judith A. Washington**  
958 NW Sycamore, Amarillo, Texas 79077

Summary of Experience  
806/555-0944

**CAREER OBJECTIVES**

To enhance advertising communications by utilizing computer graphics systems and/or traditional print media, and to work in a creative environment where my background in computers, graphics, and management will be used and further developed.

**EXPERIENCE**

**Computer Graphics** - Designed and produced drawings, charts, slides, video titles, large flip charts, newsletters, manuals, logos, ads, and brochures, using most major software programs on the Macintosh, IBM, and Amiga. Developed techniques and trained new employees in the use of computer graphics systems, evaluated and beta tested hardware and software.

**Production Management** - Coordinated and supervised employees and free-lancers in the creation of slides and manuals, and newspaper production. Hired and trained employees, maintained budgets, planned for fluctuating work loads and deadlines. Developed more efficient production procedures. Interacted with suppliers and clients. Met deadlines. Maintained hard disk storage and tape back-ups, typesetting and stat camera equipment, and ordered supplies. In traditional graphics, coordinated typesetting, photography, artwork, and printing on advertisements, brochures, newsletters, books, annual reports, catalogs, slides, and a newspaper.

**Graphic Design** - Translated concepts and information into appealing graphic text and images for advertisements, brochures, newsletters, charts, catalogs, packaging, newspaper ads, and video and slides. Skilled in type specification, creative layout, technical drawing, and spot illustration.

**Typography** - Created computer typefaces for a computer typography program. Excellent knowledge of typography. Experienced with various typesetting programs and traditional typesetting machinery.

**Darkroom** - Produced high quality stats, halftones, color keys, distortions, color separated negatives, and stripped film negatives.

**JOB HISTORY**

- |                |                                                      |
|----------------|------------------------------------------------------|
| 1988 - Present | Freelance: Presentation graphics, desktop publishing |
| 1987 - 1988    | Quality Printing Corporation, Palo Alto, CA          |
| 1985 - 1987    | Prima Valley Publishing, Menlo Park, CA              |
| 1981 - 1985    | Freelance: Graphic production and design             |
| 1979 - 1981    | Graphic Productions, Menlo Park, CA                  |
| 1976 - 1979    | Fair Typographics, Tassca, IL                        |
| 1975 - 1976    | Art Packaging Corp., Des Plaines, IL                 |
| 1973 - 1975    | Kingsbury Corp., Des Plaines, IL                     |

**EDUCATION**

- 1972, Associate Arts Degree, Graphic Design  
American Academy of Art, Chicago, IL  
1971, Bachelor of Arts Degree, Fine Art  
Southern Illinois University, Carbondale, IL

References Available Upon Request



Duncan Stuart McPherson  
3359 Potter Avenue East  
Boston, Mass. 02115  
602/555-2956

Job Objective: Advertising copywriting position.

Education:

Bachelor of Arts, Journalism and Advertising  
March 1990, University of Massachusetts  
Minor: Public Relations Writing

Employment and Relevant Experience:

Advertising/Public Relations Writing

- Editor and writer for employee newsletter, BankNotes  
Massachusetts First Bank, Boston  
April 1990 - present

Developed and coordinated promotional events and campaigns.  
Created, designed and wrote copy for institutional  
advertisements. Produced ads on desktop publishing software  
on IBM-compatible computer.

- Intern, Advertising and Marketing Department  
Crystal Springs, Boston  
Summer 1989

Developed marketing strategy and complete print media  
advertising campaign for local bottled water company as part  
of Class Project. Campaign was adapted for use in four  
eastern states.

Promotions

- Residence Hall Assistant Director  
University of Massachusetts, Boston  
1987 - 1989

Developed and promoted speakers forum and group discussions  
on topics ranging from race relations to AIDS. Scheduled  
visits from professionals in the city to make presentations  
to student organizations. Handled all promotion and  
publicity for the events, which developed a large campus  
following.

Duncan Stuart McPherson 2

News Writing

- Intern, News Department  
WBMG Radio News  
Summer 1988

Independently wrote over 50 broadcast news stories. Updated  
and revised reporter's stories. Developed skills in  
interviewing and research techniques. Assisted with writing  
of advertising spots and public service announcements.  
Exercised editorial judgment in story selection and order of  
presentation during news segment.

Achievements and Memberships:

Dean's List, University of Massachusetts  
Merit Award, Spot News Story, BYBA Annual 1991  
Boston Young Broadcasters Association  
Sigma Delta Chi, Journalism Honorary  
Massachusetts Writers Collective

References are available on request.

PRESENT ADDRESS:  
125 W. Hollis Ave., No. 6  
Charlotte, NC 28230  
(704) 555-2789

JAMILIA STEWART LAWRENCE

PERMANENT ADDRESS:  
556 E. Marquette St.  
Richmond, VA 18975

JOB OBJECTIVE: To obtain a challenging position in a dynamic work environment, which requires skills in advertising, sales, writing, and promotions.

EDUCATION: Bachelor of Arts, Broadcast Journalism and Advertising  
June, 1992, University of North Carolina, Charlotte  
Minor: Psychology

EXPERIENCE: Advertising/Public Relations Intern  
University Savings Bank, Charlotte, North Carolina  
April to June 1992  
Developed and implemented promotional ideas. Created, designed, and composed advertising copy and graphics on desktop publishing system. Served as assistant editor of employee newsletter.

Advertising Campaign  
Advanced Advertising Project, University of North Carolina  
Fall 1991  
Assisted in the creation of a new Perrier campaign designed to position the product against the diet soft drink industry. Campaign selected by Perrier Corporation for implementation. Fall 1991

Resident Adviser  
University of North Carolina, Charlotte  
September to June, 1988 to 1991  
Developed and promoted more than 20 programs dealing with current issues in education, culture, religion, and health. Selected to edit campus residence hall newsletter.

Television/Radio Intern  
WIRO-TV, WIRE News Radio, Richmond, Virginia  
Summer, 1991  
Independently wrote more than 50 advertisement spots and public service announcements, working with clients. Updated and revised advertising prospects file. Worked with advertising sales crew to develop sales strategies. Made sales calls with sales representatives.

ACHIEVEMENTS: Outstanding Performance Award, University Savings Bank  
Alumni Relations Chairperson, Gamma Phi Beta Sorority  
Executive Council Member, Gamma Phi Beta  
Leadership Camp Director, Sullivan Forest, Virginia

REFERENCES: Provided on request.

## Reece Hartsbore

1986 21st Avenue S.E. • Mandalian, KS 66502 (316) 555-8552

### Professional Goal

To obtain an entry-level position with a dynamic advertising agency.

### Experience

- Developed and implemented promotional ideas.
- Assisted with development of national advertising campaign.
- Worked with strategy team to develop new product position.
- Created, designed, and composed advertising copy and graphics.
- Trained on desktop publishing and computer graphics software.
- Made advertising sales calls to prospective radio advertising clients.
- Wrote advertising copy for radio commercial spots.
- Worked with advertising sales department to increase client base.
- Wrote and edited company newsletter.
- Received outstanding performance award for distinguished work.
- Served as alumni relations coordinator for national fraternity.
- Developed and promoted educational and cultural programs.

### Education

- Bachelor of Science, Business, 1990  
Duke University, Durham, NC

### Work History

- WROC-FM, Radio, Manhattan, KS, 1992-present  
Advertising Sales Associate
- Bank of North Carolina, Durham, NC, 1990-1992  
Assistant to the Vice President for Advertising and Promotions

*References are available on request*

Margaret Lawrence

Present Address  
2524 Tulsa Hwy  
Tulsa, Oklahoma 74115  
918/555-8636

Permanent Address  
288 Starker Drive  
Montgomery, Alabama 36117

Objective: To obtain an entry-level position in advertising copywriting.

Education:

University of Tulsa, Tulsa, Oklahoma  
Expected graduation date: August, 1992. Degree: Bachelor of Arts  
in advertising with a double minor in journalism and marketing.

Work Experience:

*PhotoSource*, Tulsa, Oklahoma  
(part-time, August 1991 to present)  
Advertising space sales  
Copywriting  
Order-handling  
Billing  
Customer relations

*The Montgomery Advertiser*, Montgomery, Alabama  
(June 1991 to September 1991)  
Special studies intern:  
Design and layout of advertisements  
Classified ad sales  
Ad copywriting

Related Coursework:

Advertising Strategy  
Advertising Copywriting  
Advertising Design  
Advertising Campaign Management  
Public Relations Writing and Research  
Electronic Design and Production  
Marketing for Communication  
Broadcast News Writing

Activities:

Sigma Delta Chi journalism honorary, Advertising Club, Pi Kappa  
Phi national sorority, softball team

References  
& Portfolio

Available on request.

MICHAEL E. MARLOW

4455 W. Gunderson  
Berkeley, CA 91404  
415/555-4909

JOB SOUGHT

A position in an advertising agency where I can use my graphic design skills.

EDUCATION

University of California at Berkeley, Berkeley, CA  
B.A. in Visual Communications; degree expected, June 1991

Areas of concentration include: Graphic Design, Typography, Lettering,  
Package Design, Illustration, Photography, Calligraphy & Industrial  
Technology.

WORK EXPERIENCE

What's Hip Advertising, Inc., San Francisco, CA  
Staff Artist, Summers 1989, 1990.

Handled concept development, design and layout, typesetting, and placement  
of ads for agency. Assisted in-house print facility with stripping, platemaking,  
binding and finishing.

Strange's Art Supplies, Berkeley, CA  
Sales Assistant, Part-time, 1988 - present

Assisted students, artists and designer in the area with choosing art supplies.  
Handled cash deposits. Trained new employees.

HONORS

Earth Day Poster Competition, Honorable Mention, 1990  
Berkeley Chamber of Commerce Design Show, Second Place, 1989  
American Society of Magazine Designers Scholarship, 1988

ACTIVITIES

Berkeley Design Club, Secretary, 1989 - present  
Designer's in Progress, Member, 1988 - present  
Cambio's Poster Design Workshop, Wichita, KS, 1989

REFERENCES

Provided on request

RENEE CYLKISON  
8 E. Western Avenue  
Houston, TX 75737  
713/555-8098

GEORGIA REBURN WEEKS

2213 Savannah Ave.  
Apartment #2  
Savannah, GA 30290

912/555-3930

JOB OBJECTIVE

A position as assistant manager of publishing company.

ACHIEVEMENTS

- \* Orchestrated market analyses and researched competition for reports to the district manager.
- \* Identified clients' needs and problems and assured them of personal attention.
- \* Prepared sales forecasts and sales goals reports.
- \* Resolved service and billing problems.
- \* Developed monthly sales plans which identified necessary account maintenance and specific problems that required attention.
- \* Delivered sales presentations to groups and individuals.
- \* Maintained daily sales logs and referral logs.
- \* Identified potential new clients and established new accounts.
- \* Increased client base by 50%.

EMPLOYMENT HISTORY

American National Books, Inc., Houston, TX  
Assistant Manager, 1988 to present

Unico International, Dallas, TX  
Sales Representative, 1985 - 1988

Red's Shoes, Omaha, NE  
Salesperson, 1984 - 1985

Tex Mex Tacos, Austin, TX  
Management Trainee, 1984

EDUCATION

Austin College, Austin, TX  
B.A. in History, 1984

REFERENCES

Provided upon request

OBJECTIVE: Program Director for a TV station.

WORK EXPERIENCE:

WCAR-TV, Savannah, GA  
ASSISTANT PROGRAM DIRECTOR, 1980 to present

Oversaw daytime scheduling. Supervised a staff of fifteen. Coordinated all programs, commercials, public affairs announcements and news programs. Initiated programming changes that contributed to a significant rise in daytime ratings.

WESM-TV, Harrisburg, PA  
PUBLIC AFFAIRS DIRECTOR, 1975 - 1980

Created programs including a talk show and a news magazine. Served as host of a weekly public affairs program. Supervised a small staff. Oversaw various aspects of production.

STAFF WRITER, 1970 - 1975

Logged all promotional spots. Edited copy and tapes. Screened and processed trailers, slides and tapes.

EDUCATION:

SAVANNAH UNIVERSITY, Savannah, GA  
M.S. in Communications, 1979

DRAKE UNIVERSITY, Des Moines, IA  
B.A. in Broadcasting, 1968

MEMBERSHIPS:

National Broadcasters Association  
Iowa Broadcasting Group

References available

**Selina Morales**

**Present Address**  
234 Lynn Rock Road  
Kansas City, MO 64121  
816/555-0567

**Permanent Address**  
288 Monroe Drive  
Excelsior Springs, MO 64024

**Objective:** Advertising copywriting.

**Education:** University of Missouri, Kansas City  
Expected date of graduation, December, 1992. Degree:  
Bachelor of Arts in advertising with a minor in  
marketing.

**Work Experience:**

*Weekly Sentinel*, Kansas City, MO (part-time, August 1991 to present)  
Responsibilities include ad sales, ad copywriting, order-handling, customer relations, data entry, proofreading.  
Distribute checking copy to department heads.

*The Kansas Advertiser*, Kansas City, MO (full-time, June 1991 to September 1991)  
Special studies intern: responsibilities included design and layout of display advertisements, classified ad sales, and ad copywriting.

**Related Coursework:**

Advertising Copywriting, Advertising Design, Advertising Campaigns, Public Relations Writing and Research, Electronic Design and Production, Business Communications, News Writing

**Activities:**

Sigma Delta Chi Journalism honorary, Advertising Club, Kansas (university student yearbook) advertising sales and copyeditor, Pi Beta Phi national sorority

**References** and portfolio available on request.

**Carlos Diaz**

**638 S. Marshall Street, Trenton, New Jersey 08776 / (609) 555-4310**

**Objective**

Entry-level position as advertising copywriter with small to mid-sized agency.

**Education**

Newark College, Newark, NJ  
B.A. in Communications with emphasis on Advertising, 1992

**Accomplishments**

- Worked as researcher in the advertising department of a major national magazine.
- Developed demographic profiles of magazine subscribers for advertiser information.
- Organized 12-member staff of advertising sales representatives for student newspaper.
- Oversaw all aspects of advertising department of student weekly newspaper.
- Determined and calculated ad space rates and frequency discounts.
- Wrote advertising copy for clients who lacked skilled staff writers.
- Worked with clients to develop advertising concepts.
- Produced a 10-ad series that won a regional advertising competition.
- Experienced in typesetting and copyediting for publication.
- Wrote news articles and feature stories for local media and student newspaper.
- Wrote, filmed, and edited weekly half-hour campus television news broadcast.
- Wrote, filmed, and edited television commercials for various student organizations.

**Work History**

- Advertising Manager. *The Newark News Week*, Newark College, Newark, NJ
- News Team. WNC-TV, Newark College, Newark, NJ
- Research Intern, Advertising Department, *Rolling Stone Magazine*, New York, NY

**References**

Available upon request.

SHARINA K. MYERS  
5747 Pine Street SW  
Shawnee, Oklahoma 74802  
405/555-9371

**OBJECTIVE:** Seeking a position with the advertising department of a newspaper or magazine where my experience with writing, communications, and public relations may contribute to advertising sales as I gain new skills and begin reshaping my abilities for a new career.

#### EDUCATION

University of Oklahoma, Norman, OK: Master of Arts, Journalism (Advertising), 1992  
University of Oklahoma, Norman, OK: Teacher Certification, English, 1983  
Eastern New Mexico University, Portales, NM: Bachelor of Arts, English, 1976  
Southwestern Oklahoma State University, Weatherford, OK: Bachelor of Arts, Journalism, 1974

#### PROFESSIONAL EXPERIENCE

*The Quarter Horse Journal*, Amarillo, TX: EDITORIAL COORDINATOR, January 1987-August 1990  
Wrote short articles, assisted with editing, proofread all editorial and advertising copy, supervised copy flow between editorial and production departments, assisted with advertising sales.

Oklahoma Scoring Services, Norman, OK: ESSAY READER, January 1984-January 1987  
Graded essays for the state GED examinations.

High School, Mayville, OK: TEACHER, August 1980 to June 1984  
Taught English, Journalism, Speech. Served as yearbook adviser and newspaper adviser.

*The Southwestern*, Southwestern Oklahoma State University, Weatherford, OK: REPORTER, January-June 1974; ADVERTISING SALESPERSON, January-June 1973.  
Assigned articles to student reporters, wrote and edited articles for the paper; chose copy to include in each issue, assisted in layouts and headline writing; Took calls for advertising department to reserve space for advertisements, developed advertising promotion ads and flyers to encourage sales of personal and business classified ads.

Public Relations Department, Southwestern Oklahoma State University: REPORTER, September 1972-May 1973.  
Conducted interviews and wrote press releases on various faculty members and students at the college to be published in local newspapers and distributed to hometown newspapers.

REFERENCES ARE AVAILABLE ON REQUEST

Mary Elizabeth Botzaro  
462 Main Street, Apt. 1  
Durango, Colorado 81301  
303/555-4546

#### Education

Fort Lewis College  
Durango, CO  
**Advertising/Communications**  
Bachelor of Arts 1989

#### Career Experience

9/88 - 1/89  
Rolling Stone Magazine  
New York, NY  
**Research Intern**  
• Checked facts for publication  
• Established positive rapport with professionals while preparing and confirming copy  
• Organized and maintained research library  
• Edited and proofread copy

8/85 - present

**The Independent**, FLC Newspaper  
• **Awarded Writer of the Year 1988**  
• Writer of political, editorial, social, hard news and features  
• **Production Assistant** duties include layout and paste-up  
• **Advertising Sales**  
• Copyediting  
• Typesetting

1/87 - 1/89

**KRRK Channel 4/FLC News**  
• **Wrote, filmed, edited** weekly campus news cast

9/87 - 9/89

**Passages**, FLC Literary Arts Magazine  
• **Editor** (1987-88)  
• **Assistant Editor** (1988-89)  
• Organized 12-member staff  
• Obtained largest magazine budget in FLC history  
• Established criteria and guidelines in selecting entries  
• Maintained harmony with group decisions

#### Other Work Experience

**Admissions assistant**, Metropolitan Museum of Art, New York, NY  
Library aide, Fort Lewis College Library, Durango, CO

#### Skills

- Photography (black and white, color)
- Macintosh Computer (graphics, page layout, word processing)
- NCR Computer (word processing, graphics)

#### Activities

- Scarlet Letters, FLC Communications Club
- Performed in FLC Theatre
- Volunteer at Burden Center for the Aging
- Concert Committee, FLC Student Government

#### References

Furnished on request

CHERYL SCOTT  
1590 Junction Boulevard  
Lexington, Kentucky 40506  
606/555-7746

Position Objective: Advertising Copywriting

#### SKILLS & EXPERIENCE

##### Writing/Editing

- Developed, researched, and wrote general-audience guide book for outdoor recreation.
- Wrote copy for advertisements, brochures, flyers, and public service announcements.
- Widely published travel author, both magazines and newspapers.
- Developed advertising campaign and wrote copy for a series of 12 related ads.
- Wrote copy for mail order catalogs and book publishing/marketing catalogs.
- Wrote college-level textbook on public relations writing, including chapter on advertising writing.
- Taught college courses in advertising, public relations, and magazine writing.

##### Design/Production

- Designed and completed all aspects of production on several books.
- Served as co-publisher for small-press literary publishing house, producing 11 books.
- Designed and produced brochures and pamphlets in a variety of formats.
- Typeset and prepared camera-ready art for several books and brochures.
- Expert in desktop publishing and graphic design software.
- Designed advertisements and catalogs for various clients.

#### EDUCATION

- University of Kentucky, School of Journalism.
- Master of Arts Degree, *summa cum laude*, 1989
- Emphasis: Advertising and Public Relations: Wrote graduate thesis on public relations writing, which was eventually published by Harcourt, Brace & Jovanovich.
- Michigan State University, College of Liberal Arts.
- Bachelor of Arts Degree, with Highest Honors, 1979
- Major: English Literature

#### WORK EXPERIENCE

- Advertising Coordinator, University of Kentucky, 1990-present.
- Freelance Writer/Designer, various clients and publications, 1977-present.
- Director of Communications, Michigan State University, 1979-1988.

References available upon request