

Jennifer Hall

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Education

University of Rhode Island, Kingston RI

Pursuing my BS in Marketing with a Minor in Leadership Studies, anticipated graduation May 2012

Current GPA-3.4

- Business Computing Applications
- Financial and Managerial Accounting
- Consumer and Organizational Behavior
- Marketing Principals
- Strategic Marketing Management
- Marketing Research
- Marketing Communications
- Customer Relationship Management
- Global Marketing

Professional Experience

DMC Companies

Fairfax, Virginia **May 2011-February 2012**

Intern/Marketing Coordinator

Worked to establish marketing plans for university organizations in hopes to attract clients for travel opportunities to Canada, as well as organize sponsorships and participants in a local fundraiser for Children's National Medical Center.

- Worked with a team to discuss and devise marketing tactics.
- Utilized excellent people and phone skills to talk to local and major companies about sponsorships and donations.
- Developed relationships with customers and utilized efficient customer service and relationship management.
- Utilized social media channels to generate leads and promote events.
- Enhanced event planning and management skills.

NetStrategies

Woodbridge, Virginia **May-December 2010**

Intern

Worked with the Social Media and Content Marketing Manager. This requires excellent writing skills and knowledge of both computer systems and the Internet.

- Wrote blog posts and comments, articles, press releases, tutorials, and other web content for our clients.
- Tele-commuted with international staff and from school.
- Utilized SEO and programs such as Google Analytics and Reader.

Affiliations

- Member of Zeta Tau Alpha Fraternity
 - Director of Alumni Relations March 2009-Present
 - Director of Activities November 2009-November 2010
 - November 2010-December 2011
- Member of the American Marketing Association:
 - Charity Director January 2011-Present
- Member of Omicron Delta Kappa Honor Society October 2011-Present
- Member of Public Relations Society September 2011-Present
- Nominated and served on the Rainville Award Selection Committee Spring 2010, 2011

Awards

- Received Zeta Lady Award for outstanding contributions to the chapter April 2012
- Received Award for Service and Leadership in Marketing April 2012

Contacts

Jimmy Callahan (703) 425-5400 – Director at DMC Companies

Laurie Dunlop-(703) 642-3800 – Social Media and Content Manager at NetStrategies