

# CHRISTINE H. MARTINEZ

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City, State, 75432

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## MARKETING & PUBLIC RELATIONS

### Event Planning / Business Marketing / Account Management

Highly resourceful and creative marketing and public relations professional with strong leadership, communication, planning, and organizational skills. Successful in promoting events, creating advertising campaigns, and managing media and public relations. Able to work independently or as part of a team to deliver outstanding results. Strong work ethic; able to effectively multi-task and complete projects on time.

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## EDUCATION & DEVELOPMENT

**Bachelor of Science (BS) – Marketing – NAME OF STATE UNIVERSITY**, City, State (2011)  
(3.76/4.0 GPA)

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## EXPERIENCE/INTERNSHIPS

**NAME OF COMPANY**, City, State

Summer 2011

### Marketing & Public Relations Intern

- Successfully promoted high-profile events using extensive social media networks, developed prospective client portfolios to capture new business, and helped create and execute "live" promotions.
- Effectively managed client and media relationships to ensure retention and maintain/enhance corporate brand.

**123 ORGANIZATION**, Chicago, IL

May to July 2010

### Advertising & Promotions Intern

- Created promotional scripts, wrote press releases, established, managed, and cultivated strategic relationships, and successfully handled media inquiries.
- Utilized strong editing skills and creative competencies to assist with the development of several commercials during 3-month internship.

**FORTUNE 500 COMPANY**, City, State

2009 to 2010

### Product Coordinator Intern

- Coordinated activities, RFP's, and production events for both Company and Major Marketing Company (key client); received high accolades from senior executives for consistently exceeding organizational goals and demonstrating strong leadership competencies.
  - Drove new revenue and enhanced brand awareness by successfully promoting athletic events throughout numerous college campuses.
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### Achievements:

State University Scholarship, Honors Academic Programs, Foundation Excel Award Program & Scholarship; numerous Deans and Presidents List honors

### Activities:

**Member**, XYZ Sorority; National Society of Collegiate Scholars

### Computer Skills

Proficient in Microsoft Word, Excel (advanced), and PowerPoint; Outlook