

## Jeannie Ryan

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**Present Address**  
325 Foxfire Drive, Apt 214  
Denver, Colorado 70962  
(303) 532-1401

**After May 29, 2013**  
85 Deitrich Court  
Flint, Colorado 73055  
(303) 344-7329

ryanja@acs.udenver.edu

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**Objective** To conduct market research in a full-service marketing firm with clients in the electronics industry

**Education** B.S. in Marketing, Minor in Computer Science, University of Denver, May 2013

**Specialized Courses**

- Analytical Methods for Marketing
- Strategic Marketing Management
- Stochastics
- Programming Computer Games
- Architecture of Small Computers
- Managing Data Sets

**Project for Real Client** In Advanced Marketing, we used a telephone survey and focus groups to estimate the potential market for a new hand-held learning game for pre-school children.

**Work Experience**

**Interim Manager**, Stan's Electronics, Redvale, Colorado, Summer 2012

- Collaborated with buyer to project product sales and advertising
- Sales increased 15% over the previous year

**Sales Intern**, Ali Ice Cream Company, Wilke, Colorado, Summer 2011

- Built backroom inventories, stocked cases, and secured endcap displays
- Learned to see consumer marketing from the perspectives of manufacturers and retailers

**Tels Marquart, Inc.**, Redvale, Colorado, Summer 2007

- Receptionist
- Learned to work in a fast-paced office environment

**Activities** Synchronized Swim Team 2009–2013

- Vice President (Senior Year)
- Planned and directed an hour-long public program for this 50-member club

**References**

Harlan Betrus-Holloway, Professor, Marketing Department, University of Denver,  
199 S. University Blvd., Denver, CO 80208, 303-871-3418, betrus-holloway@du.edu

Sheila Cortez, Professor, Computer Science Department, University of Denver,  
199 S. University Blvd., Denver, CO 80208, 303-871-1547, scortez87@du.edu

Raphael Tedescue, President, Stan's Electronics, 1176 Sunnyside Avenue, Redvale, CO 79638,  
303-461-9872, rtedescue@stans.com

**FIGURE 2.2**

Experiential Résumé

- Jeannie tells where she can be reached before and after graduation.
- She includes her e-mail address.
- Jeannie states her specific career objective.
- Jeannie emphasizes her thorough preparation by listing many relevant courses.
- Jeannie describes a special course related to her career objective.
- She provides specific details when highlighting her accomplishment.
- She uses bullet lists throughout her résumé to enable her readers to scan her qualifications quickly.
- Jeannie tells what she learned that would help her succeed in the job she desires.
- Jeannie lists references who can verify her knowledge in each of her areas of expertise related to the job she wants.

**WEB** To see how Jeannie designed her résumé in a word-processing program, go to your English CourseMate at [www.cengagebrain.com](http://www.cengagebrain.com).

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