

Zach Ubaldini

Your name should be the biggest font of the draft. Be sure to include your number, address, & email. Also any other ways the employer may be able to contact you or see your work.

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Most people get an impression from your **Profile**, so be concise and prove your relevance to the job.

Profile

Young professional with interests in brand planning, professional writing, and marketing strategy accustomed to a fast paced work environment. My studies have prepared me to collaborate with any creative team. Deadline oriented with excellent customer service and communication skills. Comfortable working in a team and effective as an individual.

Key Profile Characteristics

Advertising/Brand Planning/Marketing Strategy/B2B Analysis/Professional Writing/Customer Service/Business Communication/Copy Editing/Project Management/Rhetoric/Creative Problem Solving

Education History

B.A English (2015)

University of North Carolina at Pembroke

Pembroke, North Carolina

- *Marketing Minor*

Skills Summary

- Creative Writing
- Advertising Methods
- Consumer Behavior
- Marketing Proposals
- B2B Analysis
- Business Communication
- Copy Editing
- Copy Writing
- Microsoft Office
- Customer Service
- Adobe Photoshop
- Microsoft Excel

Projects & Activities

Keep the fonts relatively the same, but play with the sizes to highlight stronger sections

HIGHWAY 55 MARKETING PROGRAM- SUMMER 2014

Created a Marketing Plan for ownership that used advertisements to expand market share using guerrilla and content marketing techniques.

- Utilized Adobe Photoshop to develop eye catching door hangers & windshield brochures
- Reinvigorated brand awareness by using a multi-faceted advertisement campaign
- Used best placement practices to promote consumer awareness

PROFESSIONAL UNDERGRADUATE RESEARCH PROJECT-SPRING 2015

Accepted to exclusive independent study for a topic of choice. Research was in marketing strategies and their connection to a product of entertainment in literature. Studied marketing strategies from the 19th to 21st centuries.

- Advertising effectiveness across multiple channels
- Effective product advertising methods
- Marketing and ad history

LEADERSHIP LIVING & LEARNING COMMUNITY- 2011 & 2012

Accepted into exclusive leadership program. Attended weekly creative leadership seminars that included focus group analysis, strategic planning, and community service

- Creative problem solving with team building workshops
- Strategic planning workshops for University of North Carolina at Pembroke
- Focus group analysis

WORDPRESS BLOG

Created blog to respond to conversations on advertisement, education, as well as health and wellness.

- Discuss developments in advertising
- Creative writing prose and poetry
- Latest conversation on marketing strategies

In your skills summary done hesitate to show off. People read left to right so your top ranked item on the top left your lowest on the bottom right.

Key Traits are the terms searched for on the web. Be sure to rank them in interest and relevance.

Projects & Activities

Possibly the most important section, depending on how much you have done. This is where the experience you have gained can be highlighted. Be sure to:

- Have a line or 2 summarizing the job
- A few points saying what you did
- Don't be afraid to make yourself look good, you deserve it you winner.

FOUNDING FATHER- PHI DELTA THETA N.C. EPSILON CHAPTER

Chartered chapter of Phi Delta Theta Fraternity at the University of North Carolina at Pembroke to promote ALS Foundation

- Created awareness for the fraternity by developing posters
- Held executive position as New Member Educator
- Headed Bylaw Committee & led team that developed organization's bylaws

ENGLISH CLUB- FUNDRAISING CHAIR

Developed plan in focus group to build awareness of the Guardian Ad Litum program for children in foster care.

- Stationing English Club Events around larger events for more foot traffic
- Helped Develop Bake Sale Fundraiser
- Raised funds to provide books for children in foster care

Employment History

Employment History is another important aspect. Always line the year up with when you worked there. All you have to do is hit TAB!

2014-2015 University of North Carolina at Pembroke, Pembroke, NC

- ◆ Title: Student Assistant
- ◆ Developed research thesis meshing advertising and literature
- ◆ Measured advertising relevance and methods from 19th century-Today

2013-2015 Andy's, Highway 55 Cheesesteaks, Pembroke, NC

- ◆ Title: Assistant Operator
- ◆ Prepared Strategic Marketing Plan
- ◆ Prepare weekly and daily closing reports
- ◆ Inventory/Food orders
- ◆ Excellent in Customer Service

Summer 2014 The Rooster's Wife, Aberdeen, NC

- ◆ Title: Summer Intern
- ◆ Set up and Cleaned for show

Summer 2013 McCollister's Moving and Electric, Burlington, NJ

- ◆ Title: Navigator
- ◆ Worked with the latest media and radio technology
- ◆ Assisted Drivers in navigation

2009- 2011 Slack's Hoagie Shack, Mount Laurel, NJ

- ◆ Title: Delivery Driver/Cook
- ◆ Opening and Closing Procedures
- ◆ End of Day Reconciliation

Additional Activities is great filler for employers to see different class titles, computer programs, and other work you performed. Just like in your Key characteristics section, be sure to rank them in order of relevance as people read left to right, not up and down.

Additional Activities and Courses

- | | | |
|--------------------------------------|--------------------------------|------------------------------|
| ◆ Consumer Behavior | ◆ Channels of Distribution | ◆ Brand Planning |
| ◆ Integrated Marketing Communication | ◆ Professional Writing | ◆ Product Analysis |
| ◆ Audience Analysis | ◆ Research Analysis | ◆ Poetry and Fiction Writing |
| ◆ Literary Research | ◆ Speech & Presentation | ◆ Microsoft Office |
| ◆ Contemporary Literature | ◆ Macroeconomics | ◆ Volunteer Work |
| ◆ Team Building | ◆ Rhetoric in Business Context | ◆ Health Enthusiast |
| ◆ Marketing Proposals | ◆ Nonfiction Blogging | ◆ Creative Nonfiction |

Interests & Hobbies

Photography, Running, Fiction Writing, Creative Non Fiction Writing, Hiking, Road Biking, and Cooking.

Some people look down on an **Interest & Hobbies** section, but it shows the employer that you're culturally fit and did not sit around and watch Netflix throughout your free time. This section is also great for conversation in the interview.

Give your title and some of the more relevant things to your prospective job. Employers like to see that you are resourceful and work with what you had.