

Anne O'Keefe_____

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OBJECTIVE Management position in the advertising department
 of a major food manufacturing company.

SKILLS/
EXPERIENCE

Management

- Managed sales/marketing staff which included advertising account managers and sales representatives
- Monitored and studied the effectiveness of a national distribution and marketing network
- Oversaw all aspects of sales and marketing budget

Advertising

- Represented company to advertising agencies and retailers in order to develop advertising strategies for new products
- Organized and planned convention displays and strategies
- Designed and executed direct mail advertising campaign that identified market needs and new options for products

Development

- Conceived ads, posters, and displays for point-of-purchase sales in department store and grocery store chains
- Initiated and published monthly newsletter that was distributed to current and potential retailers

EMPLOYMENT
20xx-20xx

HEALTHY FOODS, INC., Chicago, IL

Account Manager

6/xx-4/xx

Sales Representative

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Arts Degree in Advertising, 20xx

REFERENCES AVAILABLE UPON REQUEST