

Ira Rock

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Summary of Qualifications

Senior communication major at the University of Arkansas with a combined 4 years of customer service, sales, and leadership experience. Strengths include:

- Superior Customer Service – 99% positive feedback from customer satisfaction surveys
- Ability to Increase Profits – Learned tactics to improve sales for 50% of customer orders
- Global Experience – Fluent in Italian; strong interpersonal skills working in diverse teams

Education

Bachelor of Arts in Communication

Expected: May 20xx

Minor: Marketing

University of Arkansas – Fayetteville

GPA: 3.7 Dean's List: Fall 20xx – Spring 20xx

Career Track Razorback Graduate

April 20xx

University of Arkansas Career Development Center

- Completed a nationally-recognized professional development program consisting of 7 competencies: self-awareness, career exploration, experience, job search strategies, resume/cover letter writing, interview skills, and professional networking

Study Abroad: Università per Stranieri, Siena, Italy

June – August 20xx

- Served as a conversation partner while tutoring 4 local residents
- Gained fluency in Italian and completed 6 hours of upper-level college coursework

Customer Service/Sales Experience

Server/Sales Representative

January 20xx – Present

St. Charles Bar and Grill, Fayetteville, AR

- Work 20 hours/week while maintaining a 3.7 GPA
- Demonstrate ability to problem solve by increasing overall profits and upgrading 50% of customer orders with appetizers and/or desserts
- Receive 99% positive feedback from customer satisfaction surveys
- Selected as Employee of the Month 3 times for above-and-beyond performance
- Displayed attention to detail by reconciling a \$500-\$3,000 cash drawer with 100% accuracy during closing shifts

Event Volunteer

August 20xx – April 20xx

Susan G. Komen, Fayetteville, AR

- Contacted and reserved more than 20 sponsors for Race for the Cure
- Raised more than \$1,500 by actively promoting event t-shirts on campus
- Developed innovative marketing campaign for Cheerios that improved customer loyalty

Leadership Experience

Team Captain

March 20xx – Present

Intramural Soccer, University of Arkansas

- Organized 3 team victory celebrations, planning food, transportation, & event venue within a \$400 budget

Marketing Plan Team Leader – Marketing Foundations Course

August – December 20xx

A+ Business, University of Arkansas

- Worked in a 4-person team to develop an integrated marketing plan for a building product