

Mary Aurich

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2006- Present Northern Illinois University:

Senior year student majoring in marketing with an emphasis in Interactive Marketing and a minor in Sociology set to graduate in the fall of 2010. Current Cumulative GPA: 2.789

OBJECTIVE

A position in a growing company that that will challenge me to further develop my skills and allow for advancement and greater opportunities in the field of marketing, particularly in the area of direct marketing, promotional marketing or interactive marketing.

PERTINENT EXPERIENCE

Effective Retail Marketing and Intensive Band and Brand Marketing

Intern, Platform-One Entertainment, Chicago, IL January - May 2009

- Reached out to lifestyle retailers, clothing retailers and record stores to promote our clients who consisted of upcoming artists and bands.
- Worked towards increasing our clients' college fan base, presence and visibility and helped increase retention and awareness.
- Promoted clients' music using viral and grass roots marketing initiatives targeting both college campuses and the surrounding communities.
- Worked on a daily basis through telecommunications and continuously focused on lead generating and networking opportunities for our clients.

LEADERSHIP ACTIVITIES

- Lead a five person team in an upper-level marketing course on several projects which included creating and implementing strategic methodologies for companies working on brand or company image.
- Worked with a team of students on a viral marketing campaign to help promote the Interactive Marketing Department at Northern Illinois University.
- As part of participating in an upper level sales course, I was able to learn and demonstrate the procedure of a sales call by successfully executing a sale with a representative from Axiom Corporation.
- Active with the NIU chapter of the American Marketing Association including planning and running fundraising activities on campus.

WORK EXPERIENCE

Associate Trainer/Customer Service, Panera Bread, Chicago Ridge, IL 2005 - present.

- Trained new management and sales associates in the company in all cross-functional areas.
- Gained immense multi-tasking skills by successfully becoming cross trained across all areas of the position.
- Developed great communication, problem solving and team building skills through training others and working with the general public.

RELEVANT SKILLS

Microsoft Office Suite, including MS Word, PowerPoint, and Excel.

SPSS, Adobe Dreamweaver and Photoshop, Google Adwords