

Aimee Miller

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Education

Major GPA 3.37 West Virginia University, Morgantown, WV December 2011
Bachelor of Arts in Communication Studies

Marketing Internship

Greater Media WRAT Radio, Lake Como, NJ May 2011-August 2011

- Conducted 15 onsite promotional events, and interacted with WRAT radio customers.
- Designed multiple radio advertisements to increase sales for companies
- Created games for on site promotional events.
- Wrote PSA announcements for radio events
- Set up banner placements and mascot to establish awareness of WRAT radio.
- Created the phone scripts for the contest winners.
- Worked with Photoshop and edited the radio news videos.

Work Experience

Trends Promotions, Belmar, NJ June 2007-August 2011

Promotional Specialist

- Coordinated on-the-ground consumer promotions and sales events for key clients.
- Increase product sales directly by distributing promotional material to key consumers at events.
- Managed special events at bars and clubs throughout New Jersey in an effort to educate and communicate products to captive audience.
- Direct interaction and weekly status reports with senior management as well as key clients in the field.

Brave New World, Toms River, NJ Summer 2010 & 2011

Sales Associate

- Established a repeat customer base by developing a personal rapport.
- Used suggestive selling techniques and provided excellent customer service to generate strong sales
- Organized merchandise including size order, new products, and reorganizing the floor.

Ocean Cafe, West Long Branch, NJ Summer 2011

Server

- Provided excellent customer service and courtesy along with displaying a professional attitude at all times.
- Consistently exceed sales by 20% by effectively managing sections.
- Trained new employees how to effectively serve customers

Relevant Skills

- Proficient in Microsoft Word, Excel, and PowerPoint.