

Stanley Kowalski

Hollywood, Los Angeles, CA

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(555) 963 - 5421

EDUCATION

University of California Los Angeles

2007 – 2011

Bachelor of Arts: Marketing, International Relations

GPA: 3.84

HONORS/SCHOLARSHIPS

Dean's List with Distinction (Spring 2008, Fall 2009, Fall 2010, Spring 2011)

Dean's List (Fall 2007, Spring 2009)

Tennessee Williams Scholar

Magna Cum Laude

EXPERIENCE/INTERNSHIPS

Warner Bros. Entertainment

Los Angeles, CA June 2011 – present (35 hrs/week)

Marketing Project Manager

- Tracked multiple Marketing project disciplines, including: Product Development, Product Research, and Marketing Collateral Production & Distribution
- Led initiatives in the communication plan around specific touchpoints or consumer targets including agency and cross-functional team management, strategy, planning, execution and results measurement
- Managed budget tracking for Marketing project owners

CBS Interactive

Irvine, CA

Summer 2009, 2010 (40 hrs/week)

Branding and Marketing Intern

- Worked on App marketing strategies with a team of 14 to create new campaigns for a social media corporation
- Negotiated music rights contracts with three international companies
- Conducted intern training and edited the intern website

UCLA International Office

Los Angeles, CA

Fall 2008 – Fall 2010 (8 hrs/week)

Student Representative

- Welcomed international students to the UCLA campus
- Provided resources for students interested in study abroad programs, with specific knowledge of East Asian countries

UCLA Residential Experience

Los Angeles, CA

Fall 2008 – Spring 2011

Resident Assistant

- Maintained a welcoming and engaging living environment in freshmen dormitories
- Reprimanded students who were in violation of university policies and contact/aided emergency services as needed
- Organized and facilitated weekly academic

EXTRACURRICULAR ACTIVITIES

UCLA Club Basketball, Captain Fall 2012 – Spring 2013