

FUNCTIONAL RESUME FORMAT

LANA COLE

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SUMMARY OF QUALIFICATIONS

- Recent Business Administration graduate
- Strong commitment to cooperative teamwork
- Excellent skills in facilitation, communication, and presentations
- Supervisory experience in marketing environment

RELEVANT EXPERIENCE

Leadership/Communication

- Create and present business proposals to large and small groups within the advertising industry
- Maintain excellent client relationships, securing trust and confidence by providing complete, accurate and timely service
- Successfully managed a staff with highly diverse capabilities and goals at McDonald's

Administrative/Organizational

- Co-ordinate efforts of up to 30 individuals and 6 groups at public relations firm
- Produce insurance reports and publications for internal and external use
- Proficient with WordPerfect and Word, familiar with spreadsheet packages
- Type correspondence; answer phone; schedule interviews
- Design and implement procedures, resulting in a more efficient and profitable work flow

Promotion and Marketing

- Develop advertising campaigns including brochures, posters and media announcements
- Present proposals to new clientele, increasing client base by 45%
- Collaborate in the design and implementation of marketing presentations

WORK HISTORY

2005-present	Public Relations Rep.	Springfield Productions, Belleville, ON
2003-2005	Administrative Assistant	Byward Insurance, Trenton, ON
2002-2003	Shift Supervisor	McDonald's Restaurant, Belleville, ON

EDUCATION

Business Administration Diploma
Loyalist College, Belleville, ON

2005