Sample Resume: Harvard Business School Format

CHRIS SMITH

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education

2005–2007 HARVARD GRADUATE SCHOOL OF BUSINESS BOSTON, MA

Candidate for Master in Business Administration degree, June 2007.
Vice President of Marketing Club. Codirector of Marketing Project. Outreach 2006 Volunteer Program. Tutor first-year students.

1997–2000 CORNELL UNIVERSITY ITHACA, NY

Bachelor of Arts degree, double major in American Civilization and French, May 2000. Studied international relations and political science in Paris at L'Institut d'Etudes Politiques. Freshman Advisor. Chair, Visiting Prospective Students Program and Student/Alumni Network.

experience

Summer 2006 UNIVERSAL STUDIOS LOS ANGELES, CA

Summer Assistant Marketing Manager, Consumer Products/Interactive Division: Worked with Vice President of Sales and Marketing to create business vision and branding strategy for introduction of new brand in educational interactive products industry.

- Developed brand elements and positioning statements and contributed to brand-name generation.
- Created preliminary marketing and communications programs for brand launch and national product rollout, targeting both home and academic markets.
- Analyzed economic and consumer trends and conducted competitor analysis, resulting in entry strategy recommendation.

2002–2005 THE MAXIMUM MARKETING GROUP NEW YORK, NY

Associate Supervisor: Directed marketing communications activities for Nikon, agency's largest account, representing 65% of annual billings at start-up firm specializing in consumer products.

- Created strategic plan to increase brand awareness and loyalty in consumer and professional photography markets. Addressed shrinking market share and increased competition.
- Managed new product launches from concept development to market for existing and new products. Led multifunctional team responsible for product positioning, competitor analysis, media coverage, and dealer/sales education.

2000–2002 PUBLIC RELATIONS ASSOCIATES NEW YORK, NY

Account Coordinator: Developed and implemented national media campaigns in support of new product launches for Nikon Lite-Touch, Reebok Pump, and Step Reebok aerobic workout program.

personal Fluent in French. Active Cornell alumni interviewer and volunteer for youth hockey program.