

JeffClark

www.IHiredJeffClark.com

education

Oklahoma State University - Stillwater, Oklahoma

Bachelor of Science in Business Administration, pending graduation May 2006

Major: Marketing

workexperience

OSU Student Union

Marketing Student Assistant

Stillwater, Oklahoma

January 2004 - Present

Create and manage a regional marketing plan utilizing various media (including outdoor advertising, store decor changes and the Internet) to increase sales of the Student Union's retail operation.

Create, design and disseminate a wide variety of quality progressive internal and external communications in accordance with the Student Union marketing plan.

Assist with the organization of events and communications pertaining to promotion of Student Union programs and activities.

Information Technology Division

Marketing and Promotions Assistant

Oklahoma State University

June 2003 - January 2004

Assisted in the marketing, public relations and visual identity of the Information Technology Division at Oklahoma State University.

Directed creative aspects of the Microsoft Campus Agreement.

Prepared press releases, direct mail pieces and other mass communication from the Information Technology Division.

internshipexperience

Orange Peel Marketing Director

Stillwater, Oklahoma

March 2005 - Present

Write, implement and coordinate the marketing plan for a half-million-dollar yearly concert.

Ensure consistent positive public relations through ongoing customer feedback gathering efforts and customer evangelism.

Manage a group of 15+ volunteer marketing interns.

Act as art director for concert posters, website, blog, promotional items and 32-page program.

Walt Disney World Company

Merchandise Host

Orlando, Florida

Spring 2003 College Program

Selected from more than 200 colleges and universities to be a participant in the living, working and learning experience of the Walt Disney World College Program.

Provided guest service to more than 100,000 guests, while having hands-on interaction with guests from all over the world.

Attended weekly organizational leadership and human resource management seminars.

Maintained inventory and responsible for cash control.

entrepreneurshipexperience

The Vacant Canvas Director, Designer

Stillwater, Oklahoma

June 2004 - Present

Work with individuals and businesses across the U.S. and England in providing graphic design production and new media consultation.

Numerous Web site designs were showcased for awards in 2004.

100% of all new clients were referred by word-of-mouth from previous clients.

awards

2006 Oklahoma City ADDY Awards

JUDGES AWARD for "The Student You Need to Hire"
ADDY Award: Consumer Magazine, Four-Color Spread
ADDY Award: Out-of-Home, Interior
Student ADDY Award: Interactive Media, Non-Flash
Silver Merit: Consumer Magazine, Four-Color Spread
Silver Merit: Mixed Media Campaign
Student Silver Merit: Interactive Media, Non-Flash
Bronze Merit: Consumer Magazine, Four-Color Spread

2006 Creative Lightning Awards

Best of Show
Gold Awards: Magazine Campaign, Magazine Print Ad, Website Design
Silver Awards: Magazine Print Ad, Website Design
Bronze Award: Website Design

activities

American Advertising Federation National Student Competition Team

Designed and produced the 32-page campaign plans book and website for two AAF NSAC competition entries. The American Advertising Federation's National Student Advertising Competition provides real-world experience by requiring a strategic advertising, marketing and media campaign for a corporate client. Clients included Visit Florida and Yahoo!.

Willham Complex Residence Hall

Complex President: Fall 2002
Hall President: Spring 2002

Takin' Care of Business Club

President: 2002
Member: Fall 2001

Art Director Production Team

Marketing Club

Member: 2002 - 2004

AdClub

Awards Chair: 2004 - 2005
Member: 2003 - 2005

computerskills

Graphic Design and Production

Expert: Adobe InDesign CS, Adobe Photoshop CS, Adobe VersionCue 1.0
Advanced: Adobe Illustrator CS
Intermediate: Adobe GoLive CS, Adobe Premiere 1.5, Macromedia Flash MX 2004

Geek Skills

Expert: XHTML & CSS Web programming languages, Windows XP, Microsoft Office 2003
Advanced: Mac OS X
Intermediate: Linux Web server environment, Red Hat Linux Workstation