

SCOTTY BEAR

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EDUCATION

University of California (UC), Riverside

Bachelor of Science, Business Administration, Marketing Emphasis

June 2024

- Relevant Coursework: Financial Evaluation, Marketing Management, Strategic Analysis

EXPERIENCE

Advertising Account Executive

June 2023–Present

The Highlander Newspaper, UC Riverside

- Managed more than 100 clients in designing their advertising campaigns and marketing-related plans.
- Collaborated with a team of 5 designers using Adobe software to develop effective advertisements resulting in increased engagement with organizations' social media outlets by 25% overall.
- Raised \$3,000 in advertising revenue each month through planned fundraising events, community partnerships and corporate projects.

Advertising Intern

July 2022–September 2023

LightHouse Graphics, Irvine, CA

- Provided customer support for large company accounts to collaborate on new innovative strategies and to ensure their needs were met.
- Collaborated across 5 different departments to create approximately 20 advertisement campaigns.
- Prepared monthly briefs and competition reports to present updates to executive board members and make necessary changes to improve strategic outcomes.

Market Simulation Project

March 2021–June 2021

Services Marketing Course, UC Riverside

- Examined markets to strategize the promoting of service and goods corporations.
- Focused on marketing for service organizations such as hotels, hospitals, and banks in the Pacific Southwest.
- Collaborated with a team of 4 to develop ideas that can increase marketability among service corporations.

LEADERSHIP EXPERIENCE

Vice President, American Marketing Association, UC Riverside

September 2022–Present

- Created the organization's strategy and implementation of communications with internal and external stakeholders.

Communications Committee, Associated Students Programs Board, UC Riverside

September 2021–June 2022

- Increased event participation by 30% by collaborating with the marketing team to develop promotional items and marketing strategies.

PROFESSIONAL DEVELOPMENT

Attendee, Optimal Price Targeting, Marketing Seminar

January 2023

Participant, ORBITS Career Development Program

September 2022-March 2023

SKILLS

Computer: Minitab, Adobe CS, MATLAB, Microsoft Office Suite, Project, Visio

Language: Fluent in Hindi