

# Laura D. Maloney

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## OBJECTIVE

To secure a position in Marketing or Sales.

## EDUCATION

Miami University, Oxford, Ohio.  
Bachelor of Arts, August 1999.  
GPA: 3.8/4.0, Magna Cum Laude.

## WORK HISTORY

- Jan 2000- Present Marketing Associate, SigmaTEK Corporation, Cincinnati, Ohio.*
- Generated a strategic Marketing plan that is projected to increase sales by 25%.
  - Created 2000 international and domestic Media schedule and Advertising plan.
  - Wrote and created direct mailings, advertisements, newsletters, brochures, press releases and website.
- July - Dec 1999 Leadership Giving Associate, United Way & Community Chest, Cincinnati, Ohio.*
- Organized Roebbling Society for the 1999 campaign by recruiting solicitors, composing newsletters and arranging events.
  - The 1999 campaign was United Way's most successful campaign ever, producing a \$4 million increase over the 1998 campaign.
  - Leadership Giving increased by 19%, the highest increase in Cincinnati's history.
- Jan- May 1999 Public Relations Intern, Big Brothers Big Sisters, Hamilton, Ohio.*
- Wrote and distributed press releases, public service announcements, fliers and newsletters.
  - Established the Battle of the High Schools for Bowl for Kid's Sake, and raised \$4000.
- Oct- Dec 1998 Marketing Intern, Ohio Casualty Group, Hamilton, Ohio.*
- Aided in the creation of the Avomark brand and product features.
  - Informed consumers about the OCG product through an innovative website.
  - Researched Co-Op Advertising program and created 1999 plan, which focused on promoting the OCG product through the Yellow Pages.
- June- Aug 1998 Marketing Intern, Victoria & Albert Museum, London, England.*
- Researched and contacted businesses to promote exhibitions.
  - Organized a promotional event with *The Times* newspaper to publicized the new gallery.
  - Contacted local tourist attractions to gain their support for the Victoria & Albert Museum.

## COMPUTER SKILLS

Proficient in Word, Works, Excel, Power Point, Illustrator, FrontPage and Pagemaker.

## INTERESTS & ACTIVITIES

Dean's List, eight of eight semesters  
Lambda Eta Sigma, Freshman Honorary  
Western College Scholarship  
Oak Hills High School Alumni Scholarship  
Art History Association Treasurer  
Delta Zeta Sorority; Pledge Class Historian and Art Chair  
Campus Activities Council; Concert Board Hospitality Chair, First Year Opportunities and Directional Development Team