

CHRISTINA M. COST

1 Ben Franklin Drive ▪ Philadelphia, PA 19104
name@student.lasalle.edu ▪ 215.123.4567
linkedin.com/fullname

EDUCATION

La Salle University, Philadelphia, PA

Bachelor of Science in Business Administration

May 20XX

Majors: **Marketing and International Business**

American University in Rome - Semester abroad

Fall 20XX

Travel Study program to Germany and Paris

Spring 20XX

INTERNATIONAL BUSINESS EXPERIENCE

Estee Lauder, Bobbi Brown Marketing Department, Paris, France

Marketing Intern

June 20XX-July 20XX

- Promoted new product line at large events held at the Galeries Lafayette department store
- Assisted makeup artists with tester orders for the recently launched Bobbi Brown brand in France
- Provided administrative, secretarial and ordering support in French and English
- As a member of the Bobbi Brown brand launch team, attended boutique inaugural functions as well as many promotional business dinners
- Developed and maintained spreadsheets relating to human resources, budgets and current fiscal year data
- Participated in the development of promotional visuals for upcoming make-up collections

ADDITIONAL BUSINESS EXPERIENCE

Slane & Slane, Jewelry, Manhattan, NY

Marketing and Sales Intern

June 20XX-July 20XX

- Set up a database of all organizations and companies distributing and selling the company's jewelry collection to assist in tracking sales performance
- Established and updated a database of all the brand credits and magazine appearances of the company's products
- Assisted in developing new design ideas and worked on launch boards for future jewelry pieces
- Handled administrative and secretarial duties on an as needed basis

Lucky Brand Jeans, Greenwich, CT

Sales Associate

September 20XX- December 20XX

WORK EXPERIENCE

La Salle Business Administrative Office, *Administrative Assistant*

August 20XX-May 20XX

Tamarack Country Club, *Bartender* for special events, weddings, and private parties

May 20XX-August 20XX

Vineyard Vines, *Catalog Model*

August 20XX- December 20XX

LEADERSHIP

Member of the National American Marketing Association

Active Member, Alpha Theta Alpha Sorority, 2008-2011

La Salle Couture Fashion Club – Founder and President, 2007- 2008

President of one of the companies from La Salle University's Business 100 "Building a Company" course

President of one of the companies from Greenwich High School entrepreneurial class

SKILLS

Microsoft Office and Basic Web Design

Proficient in French and Elementary Italian