

ATTENTION: Hiring Manager
SUBJECT: Employment Opportunities

Dear Sir or Madam:

At your earliest convenience, I would like to meet with you to discuss available employment opportunities.

The following achievements and attributes highlight my strengths:

- Recognized by upper management for willingness to go above and beyond my job requirements to ensure projects were completed to satisfactory standards.
- Acknowledged by customers and coworkers for friendliness and the willingness to go well out of my way to ensure client satisfaction.
- Developed and implemented new programs, which improved quality and efficiency.
- Consistently receive excellent performance evaluations.
- Holder of an active Department of Defense Secret Security Clearance.
- Considered a primary point of contact regarding procedures, technical issues and unforeseen challenges.
- Continually complete projects on time and according to quality standards.
- Always surpass organizational expectations regarding the standards placed for me to follow.
- Maintain a professional appearance and attitude in fast-paced, demanding environments.
- Dedicated; conscientious; likable; determined; and motivated to advance.

Thank you very much for your consideration. I look forward to discussing more details of my background with you in a personal interview and can be reached at the above phone number.

Sincerely,

Michael Steven Dunagan

Enclosure: Resume

CAREER OBJECTIVE

To advance my career in the field of Advertising and Marketing Communications.

CAREER PROFILE

ACCOMPLISHED MARKETING AND COMMUNICATIONS PROFESSIONAL offering a solid educational background, extensive experience and a strong record of performance in marketing and social media. Significant qualifications include:

- Meeting deadlines with quality results through time management and attention to detail.
- Continually achieving high levels of productivity and efficiency through planning, prioritizing and multi-tasking.
- Working well as a part of a team through flexibility, open communication and compromise.
- Quickly advancing to greater levels of responsibility based on loyalty and performance.
- Flexible regarding scheduling, overtime, limited travel and special projects.
- Interacting well with people at all levels regardless of their cultural, economic or social backgrounds.
- Upholding high levels of confidentiality, initiative and personal/organizational integrity.
- Serving as a role model to colleagues by participating in committees and special events, pursuing professional training and education, as well as being open to questions and concerns from coworkers.
- Being responsive when it comes to answering phone calls and email messages.
- Stepping up to the challenge when it comes to pioneering new ideas, accepting risk and making difficult decisions.

CLEARANCE

DEPARTMENT OF DEFENSE SECRET SECURITY CLEARANCE

CORE COMPETENCIES

| | | | |
|---------------------|------------------------|-------------------|--------------------|
| - Adobe Illustrator | - Microsoft PowerPoint | - Market Research | - Content Creation |
| - Adobe InDesign | - Microsoft Excel | - Data Entry | - Web Development |
| - Adobe Photoshop | - Social Media Writing | - Strategy | - Brand Management |
| - Adobe Acrobat | - Digital Marketing | - System Support | - Event Planning |
| - Microsoft Word | - Email Marketing | - Pricing | - Graphic Design |

PROFESSIONAL EXPERIENCE

BHS INC., Business Development Coordinator, September 2018 – February 2019

Implement initiatives towards strategic marketing of BHS's products. Identify prospects through research and Internet discovery. Conduct telephone and email outreach to raise brand awareness and market presence. Create customer reports for internal external use to evaluate history and opportunities.

- Improved our organizational mission and departmental standing.
- Enhanced operations and procedures.
- Streamlined processes and actions.
- Reduced inaccuracies and inefficiencies.
- Boosted quality, productivity, creativity and support.
- Raised morale, standards and integrity.

FARFETCHED STUDIOS, Social Media Manager, August 2017 – September 2018

Use technology to deliver email marketing campaigns and mobile messages to consumers. Compose weekly social media content, blogs, press releases and more for eleven of our clients. Regularly update clients' websites, leads databases, and distribution lists. Provide support to additional departments on various projects, as well as administrative duties.

- Achieved optimal levels of personal performance and accomplishment.
- Excelled in delivering work that achieved results.
- Consistently produced effectiveness.
- Always exceeded the norm with respect to volume, output and quality.

COMMCORE MARKETING, LLC, **Marketing Coordinator**, March 2016 – June 2017

Assisted with a range of projects including social media writing, database entry work and more. Prepared weekly marketing reports by collecting, analyzing and summarizing data. Created and scheduled posts to social media sights and supervised social media outreach. Ensured that content was supportive and consistent with current marketing strategies.

- Accomplished more output with fewer resources.
- Created innovative strategies that resulted in higher productivity and efficiency.
- Avoided lost time and lost productivity by focusing on program goals and outcomes.
- Enhanced departmental workflow and work product quality.

STORAGE SQUAD INC., **Marketing Intern**, March 2016 – March 2017

Managed and utilized social media outlets to raise brand awareness. Recruited and managed ten additional members of the team. Distribution of promotional materials, chalking, and additional marketing activities. Recruited over 120 customers single-handedly through various tactics, such as in-person recruiting, distributing physical media (pamphlets etc.), social media, word of mouth, and targeted messages using sidewalk chalk.

- Made a positive impact on colleagues and the organization as a whole.
- Produced consistent effectiveness in duties and responsibilities.
- Eliminated inefficient methods and distractions.
- Reduced unproductive functions.

CBS RADIO, **On-Site Talent**, November 2015 – September 2016

Set up and staffed station events and remote broadcasts. Promoted a positive station image and facilitated listener interaction. Handled marketing promotional giveaways and performed in office clerical duties. Conducted on-site contests and promotional giveaways.

- Earned the reputation as a crucial member of the organization by remaining vigilant, resourceful and flexible.
- Accomplished stand-out levels of output.
- Inspired colleagues to excel and advance by offering encouragement and assistance.
- Established new ways of addressing old problems.

PRESENCE FROM INNOVATION, **Sales and Marketing Intern**, May 2015 – August 2015

Conducted market research to find new leads and clients. Gathered and assembled solid lead lists. Worked with teams to pull together contacts that are accessible for email campaigns. Composed an introductory sales letter which was sent to my list of prospective buyers.

MILITARY SERVICE

UNITED STATES ARMY NATIONAL GUARD, **46S: Public Affairs Mass Communication Specialist**, September 2018 - Present

Research, prepare and disseminate news releases, articles, web-based material and photographs on Army personnel and activities. Gather information for military news programs and publications within our unit and around the Army. Arrange and conduct interviews. Write feature articles and editorials. Conduct media training. Hold and maintain an active Secret Security Clearance. Research, prepare and disseminate information through news releases and radio and television products. Perform as writer, reporter, editor, videographer, producer and program host in radio and television productions. Maintain assigned equipment, vehicles and generators.

EDUCATION

JEFFERSON COLLEGE, Hillsboro, MO.

Certificate in Graphics/Web Development, May 2017.

WEBSTER UNIVERSITY, St. Louis, MO.,

Bachelor of Arts in Advertising and Marketing Communications, August 2015.

CERTIFICATES

Google Ads Mobile: September 2019 – September 2020

Google Ads Digital Sales: September 2019 – September 2020

Google Ads Video: September 2019 – September 2020

Google Ads Shopping: September 2019 – September 2020

Google Ads Search: September 2019 – September 2020

Google Analytics Individual Qualification: Sept. 2019 – Sept. 2020