

# Julie Smith

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## OBJECTIVE

To obtain an Education Programs Internship at St. Louis Symphony

## EDUCATION

**Cal Poly State University, San Luis Obispo, CA**

Bachelors of Arts in **Music**, expected June 2017

Minors: Spanish, Integrated Marketing Communications GPA: 3.65

**Relevant Coursework:** Music Theory I-IV, Music Research and Writing, Cultural Concepts and Structures in Music, Sound Design: Technologies, Digital & New Media Marketing

**Study Abroad**, University of Jaén, Spain

September – December 2015

- Extensive study of Spanish culture and society
- Demonstrated proficiency in Spanish language through enrollment in Spanish-speaking curriculum

## MARKETING & LEADERSHIP EXPERIENCE

**American Marketing Association**, Cal Poly, San Luis Obispo, CA

January 2015 – present

*Member*

- Attend workshops and networking events with top-level marketing companies to improve professional development
- Mentor new members on personal, professional, and academic related topics
- Participate on Career Conference Committee to execute marketing strategies, coordinate and plan events and communicate with professionals within marketing industries

**Music Production Union**, Cal Poly, San Luis Obispo, CA

September 2014 – present

*Member*

- Collaborate with musicians, producers and vocalists of all trades and skill levels to share, teach, record and perform music of all genres

**Information Technology Services**, Cal Poly, San Luis Obispo

January 2014- April 2016

*Marketing Assistant*

- Developed content for marketing campaigns, including printed collateral
- Created content for internal communications
- Wrote copies for e-newsletters, private intranet, and public-facing website
- Assisted Communications Specialist with other day-to-day support and special communications projects

## SKILLS

**Social Media:** Twitter, Facebook, Instagram

**Programs:** FinalCut Pro, Adobe Suite –InDesign, Illustrator, Photoshop

**Proficient in:** Microsoft Office Suite –Word, PowerPoint, Excel

## ADDITIONAL EXPERIENCE

**Splash Cafe**, San Luis Obispo, CA

June 2013- August 2015

*Cashier*

- Collected payments from customers and operated credit card authorization system
- Greeted customers in a positive and enthusiastic attitude and provided quality customer service