

Georgia Washington

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Objective: A full-time position in the field of public relations, marketing, sales or development

Education: Penn State University, Capital College, Middletown, PA
Master of Arts, American Studies, Expected May 20xx

Penn State University, Capital College, Middletown, PA
Bachelor of Arts, Humanities/Communications, May 1997
Marketing Minor

Harrisburg Area Community College, Harrisburg, PA
Associate of Arts, Emphasis in Business/Marketing, May 1995

Computer and Other Skills:

Microsoft Office	Sales Pro
Print Shop	Quark Express
Microsoft Publisher	PageMaker
Sales experience	Editing and proofreading

Experience: Hersha Hospitality, Hershey, PA, October 2001-Present

Area Marketing/Sales Manager

- Handle direct sales for 6 hotels
- Conduct marketing research; create marketing objectives and strategies
- Implement all sales objectives
- Increase market share; responsible for all market segments
- Maximize public relations efforts; create advertising and publications
- Budget planning
- Internet design of web site
- Coordinate meetings and conferences

The Gettysburg Hotel, Gettysburg, PA, March -September 2001

Corporate/Government Sales and Marketing Manager

- Coordinated market expansion in PA, DC, and MD
- Conducted marketing research to support expansion
- Sold room blocks and planned menus; coordinated meetings and conferences
- Designed collateral material
- Performed Internet maintenance

Travel Resorts of America, Gettysburg Resort, Gettysburg, PA, June 2000-March 2001

Director of Marketing/Sales

- Coordinated trade show planning and implementation
- Designed art and advertising
- Implemented all communications according to sales projections
- Created all marketing materials based on marketing research
- Managed database

Thousand Trails Camping Resort, Hershey, PA, July 1997- June 2000

Marketing/Public Relations Coordinator

- Designed direct mail pieces
- Designed/wrote all advertising
- Managed sales team in accordance with marketing programs
- Led sales and consulting
- Coordinated staff of volunteers
- Conducted marketing research for Eastern Region
- Wrote press releases

Lebanon Daily News, Lebanon, PA, January-May 1996

Newspaper Reporter

- Worked a beat and developed and filed relevant stories
- Wrote feature stories
- Completed all work in a strict timeframe; met all deadlines

Hershey Medical Center, Public Relations Office, Hershey, PA, June-August 1996

Public Relations Intern

- Wrote press releases for local media outlets
- Wrote stories for internal publications
- Conducted marketing research
- Performed interviews with staff

Activities and Awards

- Women in Business Scholarship, Recipient, 2004
- “Best Reporter at Penn State Harrisburg” Award, 2004
- Women in Business Association, Member, 1999-2005
- Chamber of Commerce Committees, Member, 2001-2006
- United Way Campaign, Coordinator, 2000-2003
- Helped organization raise over \$10,000 during term

References and Writing Samples Available Upon Request