

Brand Yourself

Colby Knobloch

Colby A. Knobloch

2417 Lee Street
Columbia, SC 29205

617.838.0721 Cell
colby.knobloch@gmail.com

Salve Regina University
Newport, Rhode Island
Marketing Major

September 2013–May 2014

EXPERIENCE

MicroTech Staffing

Stoughton, MA

June–August 2016
Staffing/Marketing Intern

- Learned the tools necessary to seek out appropriate resumes for jobs that needed to be filled.
- Revamped company brochure and information packet given to future clients.
- Provided coworkers with necessary information to make calls to interested applicants.

Fluent Group

Columbia, SC

August–December 2015
Marketing Intern

- Used Salesforce as a tool to research information and update client profiles.
- Built strong relationships with clients and co-workers through quality face-to-face interactions and conversations.
- Educated on how to use social events to cater to specific target audiences.

Tier One Partners

Boston, MA

June–August 2015
Public Relations Intern

- Instrumental in advancing social media platforms, mainly the daily company newsletter.
- Interacted with clients and employees throughout the office as well as over phone, email, and video calls.
- Drafted press releases and assisted with the organization of publications within the company.

Kaminskys Dessert Cafe

Columbia, SC

2015–2016
Server

- Showed confidence and problem solving skills during crisis moments.
- Displayed customer service skills by engaging with customers.
- Worked quickly and in detail while in a fast paced environment.

EDUCATION

University of South Carolina (Present)
Columbia, South Carolina
Advertising Major

Expected Graduation: May 2017

University of Salamanca
Salamanca, Spain
Spanish & Business

January 2016–May 2016

Notre Dame Academy
Hingham, Massachusetts
College Preparatory High School

September 2009–May 2013

LEADERSHIP

Proud member of women's sorority Kappa Kappa Gamma, established in 1870, whose main qualities include leadership, sisterhood, and scholarship. I chose this sorority because it felt like a "home away from home" and it gave me 300 girls who want to see me succeed.

- Event Committee: included arranging gift baskets for a silent auction benefiting its philanthropy "Reading is Fundamental" whose fundraising efforts exceeded \$3,000.
- New Member Committee: involved recruiting and carefully selecting girls who reflect the qualities of a genuine Kappa woman.

CITIZENSHIP

Wellspring Multi-Service Center
Hull, MA

2010–2014
Volunteer in Sort Center

- Managed incoming donations by sorting, hanging, and organizing clothing.
- Assisted customers with incoming donation bags and outgoing purchases.
- Responsible for discarding and reporting unsuitable articles to manager.

TECHNOLOGY/SOCIAL MEDIA PROFICIENCY

Microsoft Office

- Word, Power Point, Excel, Outlook

Social Media

- Facebook, Twitter, LinkedIn, Instagram, Youtube, Pinterest, Hootsuite, Cision

Resume

Business Cards



COLBY KNOBLOCH

USC Advertising Student

123.456.7890 - colby.knobloch@gmail.com - colbyknobloch.weebly.com

Columbia, SC 29205

Website

<http://colbyknobloch.weebly.com/>



COLBY KNOBLOCH

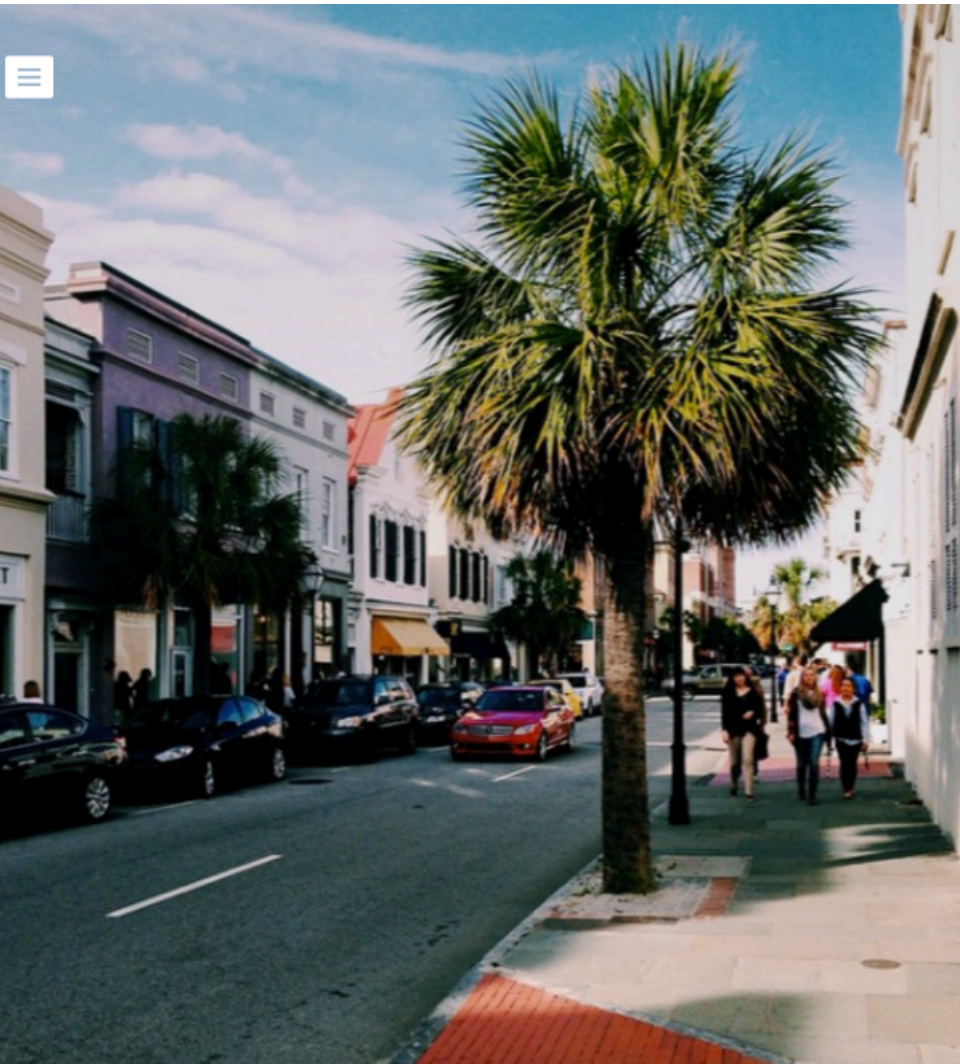
University of South Carolina Advertising Student

Senior year student studying Advertising hoping to gain experience in the field of advertising, public relations, and marketing. Interested in building client relationships through strong work ethic and problem solving skills. Demonstrates a team player mindset while working with colleagues on relevant projects.



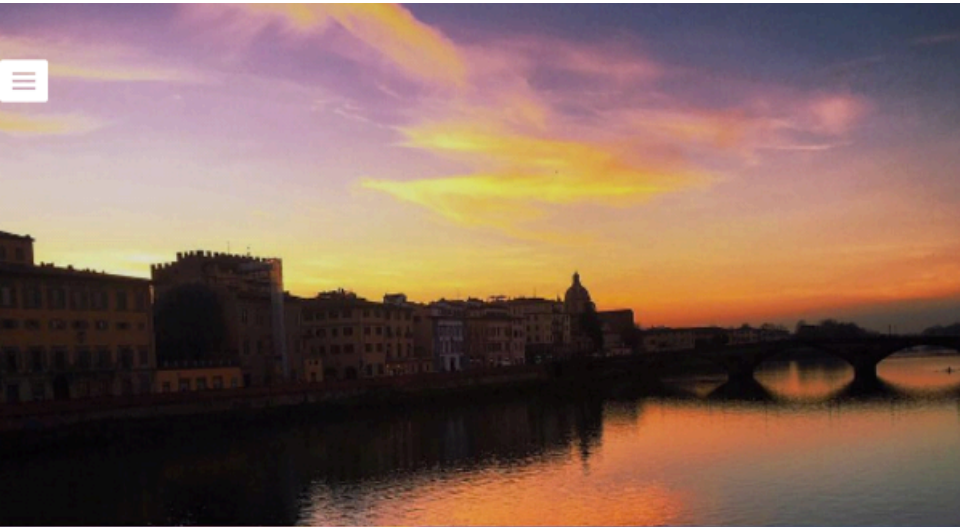
WHO IS SHE?

Colby is a current Senior at USC whose end goal is to have a career at an advertising agency in a location not yet determined. She has gained valuable experience through her three previous internships working in marketing, public relations, and consulting. As a result of these, Colby has learned to fulfill given tasks quickly and thoroughly. In her free time, she enjoys doing yoga, going to the beach, and cheering on the Gamecocks. She is hoping to return to Europe in the near future after spending a semester in Spain.



THE WORK





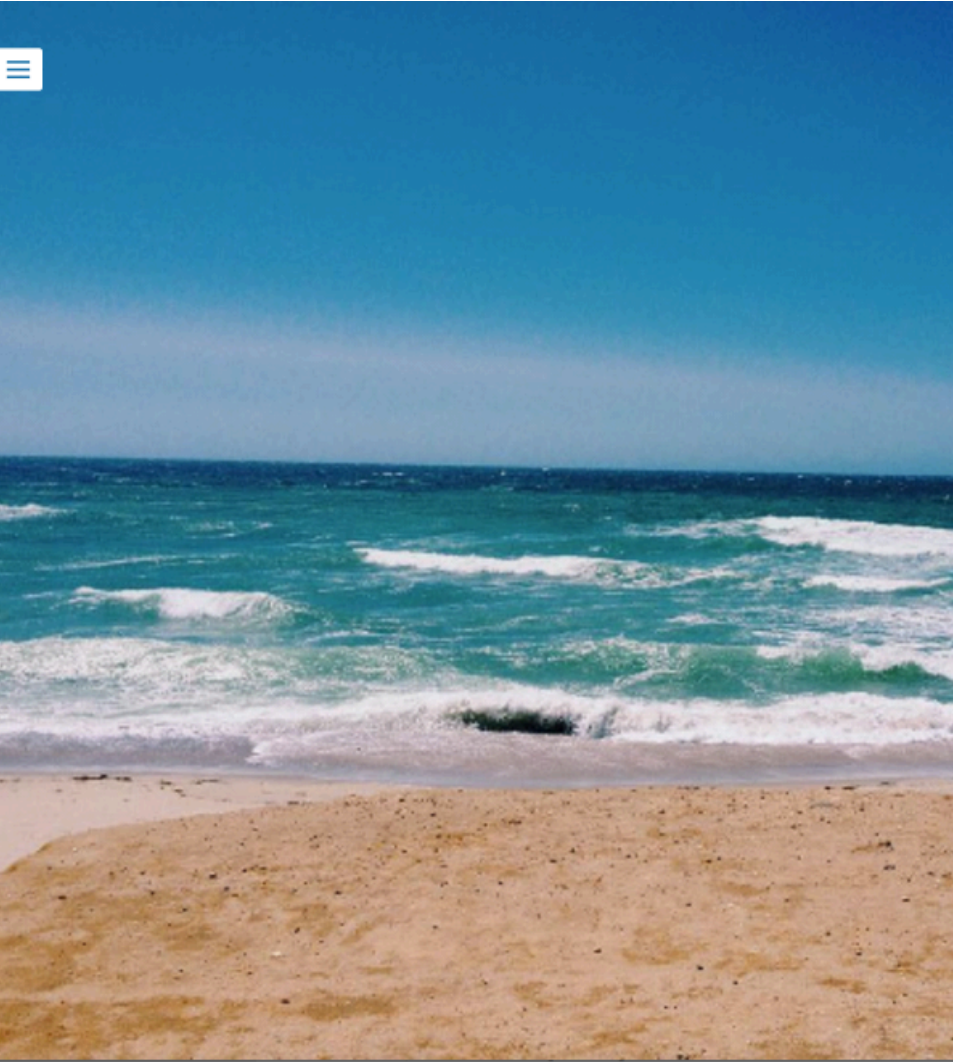
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Colby.Knobloch@gmail.com



123.456.7890

Drop a line.

First Name *

Last Name *

Email Address *

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