

Allison R. Monaghan

Address Until May 1991:
Dickinson College - HUB 1325
P.O. Box 4888
Carlisle, PA 17013-9028
(717) 249-1041

Permanent Address:
605 Pembroke Road
Bryn Mawr, PA 19010
(215) 527-1055

Employment Objective: Sales representative in the pharmaceutical industry.

Education:

Dickinson College, Carlisle, PA 17013
Bachelor of Arts, expected May 1991
Major: English Concentration: French

City of London, Polytechnic Institute (London, September-December 1989).
Intensive study of British Literature and the arts.

Spring Internship, WHTM-TV, Harrisburg, PA. (January-May 1991)
Broadcast Journalism. Active in daily news gathering operation, editing and story production.

Work Experience:

Advertising Internship, Lewis, Gilman and Kynett, Philadelphia, PA. (Summer 1990).
Account Assistant. Worked with Panasonic Office Automation account management group with current advertising. Assisted in organizing a major internal presentation. Helped compile market information and update quarterly competitive tracking report.

Advertising Internship, New Dimensions Advertising Agency, Mechanicsburg, PA. (September-December 1990). Advertising Apprentice. Active role in daily tasks, special emphasis in the account management, research and creative departments.

Head Counselor, The Tennis Farm, Bryn Mawr, PA. (Summers 1984-1989). Promoted from position of Counselors In Training and others throughout six-year period, leading to head counselor. Managed camp during daily schedule of activities. Supervised 150 children and 8 Counselors In Training. Assisted director in management of camp.

Sales Clerk, The Gap Store, Ardmore, PA. (May-August 1985).
Trained and familiarized new staff with the store. Operated cash register, closed store and controlled inventory. Interacted and promoted customers' satisfaction.

Activities:

Coffeehouse Committee, Co-Chairperson, (1989) and active member (1987-1991).
Campus Activities Board Member, (1987-1991).
Delta Nu Sorority, Pledge Class Vice-President (1989).
Intercollegiate Tennis Varsity, 3-year starter, (1987-present).

References Available Upon Request

ALLISON R. MONAGHAN

arm@internet.address

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OBJECTIVE: Pharmaceutical sales position utilizing my presentation skills and chemistry knowledge.

EDUCATION

Dickinson College, Carlisle PA

B.A., English; concentration, French, expected May, 1991

City of London, Polytechnic Institute, London, U.K., September-December, 1991

GPA: 3.9/4.0

Relevant Coursework

- Interpersonal Communication
- Technical Writing
- Chemistry I, Chemistry II
- Human Nutrition

EXPERIENCE

Broadcast Assistant, WHTM-TV, Harrisburg, PA, January-May, 1991.

- Interviewed more than 20 people for evening news stories
- Developed, wrote and edited copy to be read on-air
- Arranged cameras on-site, assisted with editing tapes into two- to three-minute stories

Advertising Apprentice, New Dimensions Advertising, Mechanicsburg, PA, September-December, 1990.

- Managed one account from inception
- Researched young adult market for two print ad campaigns
- Designed elements of more than 30 print advertisements

Advertising Assistant, Lewis, Gilman and Kynett, Philadelphia, PA, June-August, 1990.

- Co-organized presentation for more than 50 account representatives
- Compiled market information
- Updated quarterly tracking report of competitors' sales

Head Counselor, The Tennis Farm, Bryn Mawr, PA, June-August, 1984-1989.

- Promoted from Counselor-in-Training to Head Counselor over six-year period
- Created daily schedules, supervised 150 children and eight Counselors-in-Training

Sales Clerk, The Gap Store, Ardmore, PA, May-August, 1985.

- Trained new staff, interacted with customers, promoted customer satisfaction
- Handled cash sales, closed store, managed inventory

ACTIVITIES

Co-Chair, Coffeehouse Committee, Dickinson College, Carlisle, PA, September-May, 1989.

- Planned seven programs, organized publicity campaign and oversaw budget for each
- Trained new leaders at end of term

Member, Campus Activities Board, Dickinson College, Carlisle, PA, September, 1987-May, 1991.

- Developed social and educational programs aimed at diverse student population
- Presented information to students, faculty, staff and administration on weekly basis

SKILLS

*Computer, WordPerfect, Microsoft Word, Access, Excel, Powerpoint
Language, Working knowledge of spoken and written French*

10pt font = no lower



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SUMMARY OF QUALIFICATIONS

- Practical training in the advertising industry
- Print ad design, niche audience research, and account management experience
- Superior client and customer service skills
- Experienced in computer graphic design, HTML and JavaScript coding

EDUCATION

B.A., English; citation in Interdisciplinary Multimedia and Technology

University of Maryland, College Park, MD, May 2000. GPA: 3.9/4.0

Relevant Coursework

- Interpersonal Communication
- Technical Writing
- Issues in Cyberculture
- New Communication Technologies
- Advanced Graphic Design
- Elements of Computer Graphics

EXPERIENCE

Advertising Apprentice, New Dimensions Advertising, Columbia, MD, Sept.-Dec., 1999.

- Managed one account from inception
- Researched young adult market for two print ad campaigns
- Designed elements of over 30 on-line advertisements

Advertising Assistant, Lewis, Gilman and Kynett, Harrisburg, PA, June-Aug., 1999.

- Co-organized presentation for more than 50 account representatives
- Compiled market information
- Updated quarterly tracking report of competitors' sales

Broadcast Assistant, WHTM-TV, Harrisburg, PA, June-Aug., 1999.

- Interviewed more than 20 people for evening news stories
- Developed stories, wrote, and edited copy to be read on-air
- Adapted evening news features to on-line discussion format (<http://www.website.com/discussions>)
- Edited tape to create 15 public service announcements

Head Counselor, The Tennis Farm, Bryn Mawr, PA, June-Aug., 1992-1998.

- Created daily schedules; supervised eight Counselors-in-Training and 150 young adults annually
- Promoted from Counselor-in-Training to Head Counselor over six-year period

Sales Clerk, The Gap Store, Ardmore, PA, May-Aug., 1995.

- Trained new staff, interacted with customers, promoted customer satisfaction
- Handled cash sales, closed store, managed inventory

ACTIVITIES

Co-Chair, International Coffeehouse, University of Maryland, College Park, MD, Sept.-May, 1997.

- Planned seven programs, organized publicity campaign and oversaw budget for each
- Trained new leaders at end of term

Member, Campus Activities Board, University of Maryland, College Park, MD, Sept., 1996-May, 1999.

- Developed social and educational programs aimed at diverse student population
- Presented information to students, faculty, staff and administration on weekly basis

SKILLS

Computer, HTML, JavaScript, Quark XPress, Pagemaker, Adobe Photoshop, Microsoft Excel, Word
Language, working knowledge of spoken and written Spanish