

# Mark Ed Eng

100 Target Market Lane • Ann Arbor, MI 48103

(734) 555-1212 • markedeng@umich.edu

## SUMMARY

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Creative, detail-oriented, self-motivated Senior economics concentrator at University of Michigan. Strong problem solving, quantitative reasoning, and analytical skills, as well as effective written and verbal communications.

## EDUCATION

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**UNIVERSITY OF MICHIGAN:** Ann Arbor, MI May 2007

- Bachelor of Art in Economics
- Cumulative GPA: 3.42/4.00

**INSTITUTE FOR THE INTERNATIONAL EDUCATION OF STUDENTS** Spring 2006

- Study Abroad Program in Barcelona, Spain
- GPA: 3.63/4.00

## PROFESSIONAL EXPERIENCE

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**GEN ART:** NEW York, NY Summer 2006

*Event Production Intern*

- Researched artists, communicated with venues, and conducted outreach to produce large-scale events showcasing top emerging talent in fashion, film, art, and music for industry tastemakers and over 2000 subscribing members.
- Coordinated assignments and supervised performance of volunteers at major fashion show and film screening
- Refined strategy for the effective implementation of sponsors' products at events for maximum brand exposure to targeted consumer base.

**HOUGHTON MIFFLIN COMPANY:** New York, NY Summer 2005

*Publicity and Marketing Intern*

- Arranged and distributed weekly collection of relevant new clips to seventy of the company's marketing, publicity, and editorial employees to monitor and gauge consumer interest and the success of publicity campaigns.
- Researched demographics of target audiences for best-selling authors and contacted appropriate local and national media outlets and community venues to strategically and effectively promote author events.

**NETWORK HEALTH COMPANY:** Cambridge, MA Summer 2004

*Communications Intern*

- Created and maintained an archive of news articles accessed by physicians and employees when developing tactical approaches to marketing certain types of health care to target demographics.
- Updated and assembled the corporate press kit and clip book to effectively endorse and highlight the company's principles and features to prospective clients, members of the health plan, and physicians.

## ACTIVITIES

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**CHI OMEGA, ETA CHAPTER:** Ann Arbor, MI January 2005-December 2005

*Chapter President*

- Governed an organization of 120 women, including an 8-member executive board and 10-member board of directors, serving as a mentor, mediator, disciplinarian and event coordinator for active members.
- Developed a manual utilized by current leadership addressing crucial shortcomings and outlining practical strategies for improving the Officer Transition Training Program and Formal Recruitment.
- Served as he spokeswomen to Chi Omega National Headquarters, the Panhellenic Association, the University community, and area alumni in order to update the members on changing policies and information, as well as o inform the Greek community and the pubic on recent chapter news.
- Collaborated with alumni to produce the chapter's centennial celebration in April 2005, providing the committee with an intermediary to the active members, organizing the schedule of events, alumni welcoming committees, and banquet speakers.

## SKILLS

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- Proficient in Microsoft Office, Excel, Word, PowerPoint, Outlook, and Lotus Notes. Knowledgeable of both MAC and Windows programs.
- Competent in Spanish.