

Jennifer Whitney

jwhitne2@ithaca.edu

(315) 794-1575

11 Regency Road
New Hartford, NY

EDUCATION

Bachelor of Science Integrated Marketing Communications: May 2007 GPA: 3.15

Ithaca College: Roy H. Park School of Communication

Associate of Science Liberal Arts: May 2005 GPA: 3.57

Mohawk Valley Community College

SUNY Institute of Technology: Major: Computer Science: Fall Semester 2003

RELATED WORK EXPERIENCE

Advertising Internship: Trainor & Associates New Hartford, NY Summer 2006

Managed new projects, reported advertising results, compiled industry and demographic research, and edited ad copy.

Sales Assistant: Clear Channel Communications Utica, NY Summer 2005

Worked in sales, traffic and business office; wrote up orders, participated in client brainstorming sessions, designed presentation materials using Microsoft Power Point and volunteered at client events.

Marketing Internship: Alesia & Crewell Architects New Hartford, NY Summer 2005

Restructured filing system, updated contact database, designed marketing materials using Quark Express.

Vice President of Programming: Planned events for the college with a \$37,000 budget,

organized and ran events, gave presentations to freshman seminar classes on behalf of the Student Activities Office, attended NACA and SUNY Student Assembly. 2004-2005

Member: American Advertising Federation Ithaca, NY 2005

Attended the Advertising Women of NY Conference in NYC.

LEADERSHIP & AWARDS

Ithaca College

Awarded: Best Paper with Padmini Harchandrai in the Mass Media category 2006

Rochester Institute of Technology's Conference for Undergraduate Research in Communication.

Mohawk Valley CC

State University of New York Chancellor's Award for Student Excellence 2005

Vice President of Fellowship in Lambda Beta Chapter of Phi Theta Kappa 2005

Honors Society for community college students.

Who's Who Among American Junior College Students Recognition 2004

Student Representative on the Academic Appeals Committee 2004-2005

SUNY Institute of Technology

President of WOE (Woman's Organization of Excellence) 2003-2004

Senior Freshman Senator: Attended SUNY Student Assembly 2003-2004

NOTABLE EXPERIENCES

Attended UNFCCC (United Nations Framework Convention on Climate Change)

November 27-30, 2005 in Montreal, CAN. Through the Ithaca College Politics Department.

Manhattan Sailing Club's New York City Advertising Agency Regatta

Worked on Trainor's creative submission to compete in the race & crewed on the team boat.