



# ANNA RINGGOLD

8593 MAGNOLIA STREET | SAN FRANCISCO, CA | (555) 555-5555 |  
[ARINGGOLD@EMAIL.COM](mailto:ARINGGOLD@EMAIL.COM)  
[WWW.LINKEDIN.COM/ARINGGOLD](http://WWW.LINKEDIN.COM/ARINGGOLD)

## MARKETING

Strategic Thinker ♦ Customer Focused ♦ Results Oriented ♦ Team Leader

### SUMMARY OF QUALIFICATIONS

- ◆ Over 6 years of experience managing teams, planning and coordinating detailed programs, evaluating progress, and overseeing projects to successful completion.
- ◆ Persuasive communicator, presenter, manager, facilitator, and trainer for large and small groups.
- ◆ Proficient in Microsoft Office Suite, Apple OS, Salesforce, Raiser's Edge, Basecamp, Adobe Dreamweaver, Adobe Photoshop, Lotus Notes, and FileMaker Pro.

### PROFESSIONAL EXPERIENCE

SYNTHESIS, San Leandro, CA

2012 – present

#### SOCIAL MEDIA INTERN

Managing marketing strategy and creating a successful integrated marketing approach designed to increase awareness and drive revenue.

- ◆ Developing and implementing client outreach plan including devising messaging content and timeline for clients and prospective clients.
- ◆ Creating social media strategy and managing Facebook, LinkedIn, and Twitter accounts. Introduced company to a more efficient and effective method of posting.
- ◆ Using secondary market research, prepared a proposal on the creation of a new product.
- ◆ Supporting the development of a fundraising campaign for a nonprofit organization associated with Synthesis, which includes creating of a user guide for an online fundraising tool.
- ◆ Assisting with intern recruitment by screening resumes, sitting in on interviews, and conducting reference checks.

STUDENT LEADERS, Oakland, CA

October 2010 – May 2012

#### TRAINER

Oversaw creation and management of after-school math program. Supervised personnel, purchasing, services, partner relationships, evaluation, reporting, and program timelines to ensure program excellence and effectiveness.

- ◆ Managed a caseload of approximately 50 disadvantaged middle and high school youth from various Alameda county schools.
- ◆ Facilitated workshops and produced curriculum, manuals, and handbooks for math skills program; evaluated program effectiveness at the beginning/end of the school year. Within a year, over 70 percent of students showed an increase in math test scores. The program raised students' math grades and improved student behavior.
- ◆ Conducted student orientations to provide program overview, goals and objectives, and policies and procedures.
- ◆ Prepared monthly reports highlighting program progress and implementation.

## TESTIMONIALS

Anna is a born leader with a strong ability to interpret the needs of her client. Her work demonstrated a keen eye for detail, creativity and responsibility.

*Dean Heller  
Synthesis*

Anna is an excellent asset that dives into her work with a real passion. She exceeded our expectations and won over her students with her care and leadership. I highly recommend her!

*Jessica Veerland  
College Network*

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COLLEGE NETWORK, San Leandro, CA

Summer 2010

### COLLEGE ADVISOR

Counseled high-risk youth to increase their readiness for college.

- ◆ Oversaw a caseload of 15 young adults and implemented service programs. Arranged two to three group activities per month.
- ◆ Worked with executive leadership on fundraising events for College Network. Hired speakers and entertainment, supervised registration, arranged catering, and managed all logistics and volunteers.
- ◆ Maintained ongoing communication with network partners regionally and nationally.
- ◆ Facilitated workshops on college readiness, life skills, professional development, and goal setting.

VETERANS HEALTH, El Cerrito, CA

March 2009 – May 2010

### DEVELOPMENT ASSISTANT

- ◆ Provided administrative support to the development director, including scheduling meetings and calendaring events, coordinating travel, and typing correspondence, reports, and presentations.
- ◆ Responsible for coordinating the annual Veterans Health Run/Walk.

MEDICAL ALLIANCE, El Cerrito, CA

May 2005 – February 2009

### SALES REPRESENTATIVE

- ◆ Prospected and generated leads through referrals, e-mail, phone, and the Internet.
- ◆ Sold Medical Alliance's value and benefits and managed clients through the complete loan process – the initial contact to final loan disbursement.
- ◆ Conducted workshops to create a pipeline of new customers.
- ◆ Consistently met and exceeded quotas set by division.

## EDUCATION

University of San Francisco, San Francisco, CA

May 2014

School of Management

Master of Business Administration; GPA: 3.5

Laney College, Oakland, CA

May 2012

Bachelor of Arts, Psychology

## MEMBERSHIPS

Alizana Inc. – Latin American Student Association, Founder and President

Certified Facilitator – San Leandro, CA

Latin American Youth Committee of Alameda County

National Association of Latin American Business Students  
Member