

Ashley Smith

7468 Bristol Rd ♦ Davison, MI 48423 ♦ (810) 397-1790 ♦ smiashle@mail.gvsu.edu

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To Whom It May Concern,

I am a senior at Grand Valley and upon graduation on May 1, 2010; I will receive a Bachelor of Science in Advertising/ Public Relations with a Writing Minor. My time at Grand Valley has been filled with relevant course work in each field and has provided me with a great skill set both creatively and professionally.

Currently, as a part of the American Advertising Federation, I am enrolled in the Grand Valley's Chapter of the National Student Advertising Competition (NSAC). It is on this team that I will gain the real-world experience of working for a client in an agency simulated setting and working on a \$40 million national advertising campaign from start to finish.

Along with current coursework and as a member of the GVSU Ad Club, I also make time to be the Chief Executive Officer of Public Relations of the GVSU College Republicans. Weekly meetings and leading a committee to produce advertising, fundraising and press releases provide me with extra experience in leadership and creative skills. Being involved on in campus organizations, has given me the opportunity to work with and get to know my peers.

Working full-time in the service industry has led me to adjust to not only a busy work environment but a busy lifestyle as well. Customer service in a high pressure, fast paced work atmosphere is an acquired skill that I have excelled with as well as training new hires and fulfilling a high proficiency rating at any and all stations.

Within the last four years at Grand Valley, I have acquired a very valuable skill set both inside and out of the advertising and creative field. I have further developed in leadership, and have taken advantage of the many opportunities that have come my way. An internship, campus organizations and conferences have given me both experience and networking opportunities that would be an asset to not only me, but the company I work with as well. Thank you for your time.

All the best,

Ashley Smith