

# KEITH R. RICHARDS

## Current Address Phone

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## Permanent Address

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## SUMMARY

With varied experiences in business and a B.S. in Business to be completed in May, 2008, I desire to join a progressive company to utilize my marketing and interpersonal skills to obtain a marketing related position.

## EDUCATION

**Miami University, Miami, FL**  
Bachelor of Science in Business, Graduation **May 2008**  
Major: **Marketing** Minor: **English**  
GPA: 3.3/4.00 Cumulative

## WORK AND SALES EXPERIENCE

- ❑ **Kraft Foods, Inc., Business Management Associate Intern** (June 2007-August 2007)
  - Made recommendations to *increase dollar share* at Kroger
  - Made recommendations to *increase Yoplait consumption and buy rate*
- ❑ Atlanta Golf Club (May-June 2005 – Atlanta, GA)
- ❑ Carol's Carwash: (July - August 2005 – Gray, GA)
- ❑ The Forrester Group (Summer 2005 – Gray, GA)

## LEADERSHIP

### **PI SIGMA EPSILON BUSINESS FRATERNITY EXPERIENCE** (September 2005 – Present)

- ❑ **CampusMenus.com Marketing Team** (August 2006 – October 2006)
- ❑ **Campus1Housing Marketing Team** (February 2006-May 2006)
  - Generated revenue of \$2,500.
- ❑ **Project Member for Annual 5K Race Team**
  - Generated \$1,345 for the community

### **GREEK WEEK EXECUTIVE BOARD** (January 2007 – Present)

- ❑ **Logistics Director**
  - Act as *head of my elected committee* to ensure safety and reliability to all events
  - *Coordinator* for two weeks of events for the entire School Greek Community

### **Sigma Chi SORORITY** (January 2005 - Present)

- ❑ **Social Affairs Chairperson**, Executive Board position (January 2006-January 2007)
- ❑ **Dad's Weekend Chairperson** (October 2006 - Present)

### **PROGRAMMING DIRECTOR: BROOKHURST HALL** (August 2004-May 2005)

## STUDY ABROAD EXPERIENCE (Summer 2006)

- ❑ Received 10 hours of credit for completing courses in *international business* at Audencia School of Management in Nantes, France and Regent's College in London, England

**HONORS** *Dean's List*. Fall Semester 2005, Spring Semester 2007 – Consistently achieved at least a **3.5 GPA**.

## COMPUTER SKILLS

- ❑ Experience with Microsoft Office Professional, ACNielsen NITRO, Oracle, and Minitab