

sam lehnert

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education

Ferris State University
Big Rapids, MI

Bachelor of Science, Marketing
May 2012, 3.78 GPA

**Associates of Applied Science,
Graphic Design**
May 2010, 3.61 GPA

- Awarded for seven consecutive semesters on the Dean's List
- One of only two Marketing seniors given the College of Business Excellence Award by Faculty
- Selected as FSU College of Business Student Delegate

professionalexperience

PRO-VISION, Inc. – Byron Center, MI
Marketing Manager

May 2012 to Present

- Started as Sales and Marketing Coordinator and promoted to Marketing Manager
- Led a small in-house team that produced and maintained a website, product guides, literature, and other marketing materials, as well as coordinating trade shows
- Managed multiple product launches from start to finish
- Demonstrated ability to manage a multitude of projects and personnel all while the company revenue grew over 50% in two years

Meijer, Inc. – Walker, MI
Advertising Media Intern

May 2011 to August 2011

- Developed a detailed understanding of how retail organizations leverage broadcast, print, social, display and search media to drive in-store and online sales
- Collaborated with a variety of different internal teams and partner agencies on projects
- Worked with representatives from Google, Yahoo, Microsoft Bing, and 3rd party distributors of our information to secure and validate almost 200 local search listings for brick and mortar stores. (Saved \$18,000 in agency labor in taking the project on internally)
- Met deadlines, pitched ideas to clients, learned to be self-motivated

Ferris State Torch – Big Rapids, MI
Ad Layout Manager

August 2009 to May 2012

- Started as Ad Layout Assistant, and after 12 months took on Ad Sales Position, and on to Ad Layout Manager
- Developed sales skills in meeting with local clients, pitching ideas, and closing deals
- Responsible for writing copy, conceptualizing designs, and managing layout design for over 200 ads
- Won 2009-2010 and 2010-2011 Best Special Advertising Section Awards and Best Black and White Ad from the Michigan Press Association

groupaffiliations

American Marketing Association (AMA) Ferris Student Chapter

2010-2012

- Elected VP of Social Affairs for first year and second year took on role of Executive VP
- Collaborated with members in creating the annual chapter plans and annual reports
- Organized and planned several AMA speaker events, agency tours, and fundraisers
- Won two awards at the 2010 national conference and eight awards in 2011's annual conference
- Lead a team and placed top 15 nationally in the 2011 Nintendo Case Competition

Ferris State University Honors Program

2008-2012

- One of a handful of students selected as a peer mentor to assist freshman Honors students in adjusting to college
- Attended over 21 cultural events and taken part in over 130 hours of community service

Nominated and inducted into both Omicron Delta Kappa and Alpha Mu Alpha professional fraternities.

technicalskills

- Proficient in Mac and Windows, MS Office, SEM, SEO strategy, site analytics, web media standards, and Adobe Creative Suite
- Content Management Systems, Dynamic and Static Web Development (HTML, CSS, JavaScript, jQuery)