

---SAMPLE IEMP RESUME---

## John A. Doe

111 Main St. Ann Arbor, MI 48104 734/555-1212

[johnadoc@umich.edu](mailto:johnadoc@umich.edu)

### Objective (optional)

### Education

**University of Michigan School of Information**, Ann Arbor, MI

MSI Master of Science in Information, Specialization: Information Economics, Management & Policy

Degree expected May 2005

#### Relevant Courses:

- Information Economics
- Microeconomics
- Managing the IT Organization
- Global E-commerce
- Business Statistics
- IT, Emerging Law & Applied Policy

#### Projects and Presentations:

- Managed information needs analysis for a community college satellite center.
- Designed a business plan for the executive management of a manufacturing company.

**Ohio State University**, Columbus, OH

BA Bachelor of Arts in Political Science, Minor: International Studies

May 2002

### Relevant Experience

**ABC Consulting**, Dearborn, MI

May 2004-August 2004

eBusiness Consultant

- Planned eMarketing campaigns focused on Search Engine Marketing and Optimization that raised average critical web metrics including Page Views and Visits by over 330%.
- Prepared monthly analysis reports for clients using WebTrends and recommended adjustments that aligned budgets with strategic objectives.
- Composed proposal for web development and eMarketing RFP that won largest contract in company history.

**ABC Research Group**, Washington, D.C.

January 2004-May 2004

Research Intern

- Conducted market research on international Internet backbones operated by commercial telecommunications carriers located in Latin America and the Caribbean.
- Analyzed data and identified market trends for inclusion in annual report.

**XYZ Government Agency**, Washington, D.C.

May 2003-August 2003

Management Intern

- Analyzed and revised information flow and business processes to better utilize standard department software, facilitate reporting, and improve customer service.

### Skills

- Programming languages and Database Management Experience: C, C++, Visual Basic, SQL, Access
- Languages: fluent Spanish, proficient French

### Leadership/Extracurricular Activities

- SIMPLE, Society for Information Management, Policy, Law & Economics, President, 2003-present
- EMA, eMarketing Association, professional member, 2002-present