

SAMPLE

PERSONAL MARKETING PLAN/NETWORKING TOOL

JANE DOE

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Job Targets:

- #1 Teaching Position in art education.
- #2 Administrative Assistant to Director at teaching institution with emphasis on arts.
- #3 Visual Archives Recorder in organization that collects and conserves artwork.
- #4 Junior Creative Director in advertising agency.

Targeted Organizations:

Teaching Institutions: <ul style="list-style-type: none">• Whitlock Campus For Boys• Shelburne Craft School• Devereux• Lastley School• Dorchester School	Museums: <ul style="list-style-type: none">• Museum of Fine Arts, Boston• Museum of Fine Arts, NY• Guggenheim• Columbia Museum of Art	Advertising Agencies: <ul style="list-style-type: none">• BBDO• Integrated Communications• Pace Connect• Saatchi & Saatchi• CDM• Regency Corp.
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Attributes: <ul style="list-style-type: none">• Non-profits or organizations making a positive social contribution through the arts• Teaching institutions for special needs children with focus on the arts• Boutique & medium-sized advertising agencies	Geographic Locations: <ul style="list-style-type: none">• Primary: Tri-State Area• Secondary: Vermont• Other: Major cities along eastern seaboard
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Job Search Strategies:

1. Target job listings on Internet
2. Contact organizations directly
3. Network into hidden job market

Experience areas include:

Art Gallery Skills: <ul style="list-style-type: none">• Exhibit display• Artwork sales• Event advertising• Event promotion• Visitor education• Brochure development• Member database mgt.	Soft Skills: <ul style="list-style-type: none">• Team player• Highly motivated• Interpersonal• Creative• Attention to details• High standards Other Skills: <ul style="list-style-type: none">• Darkroom photography• Teaching• Conflict management	Worked with: <ul style="list-style-type: none">• Emotionally & behaviorally challenged children• Developmentally disabled adults• Elementary school aged children Computer & Related Skills: <ul style="list-style-type: none">• Microsoft Office• Photoshop• Adobe Illustrator• Negative Scanning• Flatbed Scanners
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Education:

UNIVERSITY OF MARYLAND, Baltimore, MD June 2004
Bachelor of Arts – Major: Studio Art, Minor: English GPA 3.2