

# ADRIAN CUNNINGHAM

Advertising Professional

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## SUMMARY

Motivated and reliable Iowa State University graduate with a Bachelor of Arts degree in Advertising. Seeking a postgraduate opportunity for September 2022. Specific interest in social media and creative work on an advertising team. Experienced in Microsoft Office applications, Canva, and Adobe Creative Cloud.

## WORK EXPERIENCE

### WORLDWIDE LOGISTICS – Urbandale, IA

HR Recruitment/Marketing Intern, April 2022 – Present

- Assist in day-to-day marketing, advertising, and sourcing efforts, initiatives, and reporting
- Source passive candidates using a variety of marketing tools, job boards, social media, resume databases, career fairs and programs to attract candidates
- Develop and maintain creative and modern job postings on internal and external sourcing platforms, ensuring consistency and timeliness of postings
- Send email campaigns out to targeted candidates and follow up with telephone calls or emails to secure time to speak with recruiters
- Contribute to building a strong employer brand and takes steps to ensure a positive candidate experience

### TEXAS ROADHOUSE – Ames, IA

Server, August 2021 – May 2022

- Memorized complete bar and food menu and passed multiple tests on the restaurant offerings
- Served up to 20 customers at a time and provided information regarding food preparation and dietary special requests
- Resolved customer complaints as quickly as possible
- Navigated working among differing personalities, temperaments, and age groups

## EDUCATION

### IOWA STATE UNIVERSITY – Ames, IA

Bachelor of Arts in Advertising with a second major of Psychology, graduated May 2022

- Dean's List - 6 semesters
- Iowa State Cardinal Leadership Scholarship 2018-2022

## RELEVANT COURSEWORK

- Advertising Account Management
- Advertising Creativity
- Advertising Media Planning
- Advertising Campaigns - PepsiCo Client
- Advertising Principles
- Media Ethics, Freedom, Responsibility