

# Kristine Salm

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Portfolio: www.sykarina.com

<b>Education</b>	<b>University of Virginia, McIntire School of Commerce</b> Bachelor of Science in Commerce Concentrations in Marketing and Management Minor: Government Cumulative GPA: 3.6; Concentration GPA: 3.8	<b>May 2008</b>
	<b>Goethe-Institut</b> Berlin, Germany Intensive Language Study	<b>Summer 2006</b>
<b>Experience</b>	<b>AAF National Student Advertising Competition</b> Charlottesville, VA  <u>Head of Creative</u> – led team of 16 students to develop the creative strategy for AOL Instant Messenger for UVa’s pitch for the AAF National Student Advertising Competition, winning 3 <sup>rd</sup> place overall at the national finals and an award for best use of imagery	<b>Spring 2008</b>
	<b>McCann Erickson</b> New York, NY <u>L’Oreal Creative Intern (AD)</u> – produced free-standing inserts and conceptualized print ads for L’Oreal, and art directed an intern project for a pharmaceutical client	<b>Summer 2007</b>
	<b>President – Advertising and Marketing Association</b> Club sponsoring speakers and presentations on the industry for its members	<b>Spring 2007 – Present</b>
	<b>Hill City Swim and Tennis Club</b> Lynchburg, VA  <u>Lifeguard</u> – opened and closed facility, supervised other lifeguards, enforced pool policies, and provided first aid	<b>Summers 2002-2005</b>
	<u>Assistant Swim Team Coach</u> – trained ages 4-8, coached team (ages 6-18), and helped develop practice and meet strategies	<b>Summers 2004-2005</b>
<b>Activities</b>	<b>Vice President – Virginia Women’s Water Polo</b> Club team competing in six tournaments across the Mid-Atlantic each season	<b>Fall 2004 – Present</b>
	<b>Phi Sigma Pi National Honor Fraternity</b> Co-ed Honor Fraternity centered on scholarship, service and leadership	<b>Spring 2004 – Present</b>
<b>Awards</b>	<b>George Wasserman Distinguished Award in Marketing</b> A single award given to a graduating student of the McIntire School of Commerce who, in the opinion of the faculty, shows the most promise for a career in marketing	<b>Spring 2008</b>
	<b>Getty Images NSAC Award</b> First annual prize for the best use of imagery in a campaign by a finalist team in the AAF National Student Advertising Competition	<b>Spring 2008</b>
<b>Skills</b>	<b>3<sup>rd</sup> Place National Winner, AAF NSAC</b> Proficiency with Microsoft FrontPage, Adobe Photoshop CS3, and InDesign CS3; familiarity with Microsoft Access, Visio, HTML, C# and AutoCAD  Foreign Language: German	<b>Spring 2008</b>