

# First and Last Name

Phone Number | Professional Email | LinkedIn URL

---

## EDUCATION

### **Bachelor of Business Administration**

May 2024

*Stetson University, DeLand, FL*

Major: **Human Resources** | GPA: **3.5**

### **Study Abroad, Faculty-Led Program**

*University of Innsbruck, Innsbruck, Austria*

Summer 2022

## EXPERIENCE

### **Social Media Assistant, *Bangles & Bags*, DeLand, FL**

Aug 2021 - Present

- Effectively and professionally managing social media platforms: Facebook, Twitter, Instagram, and Pinterest
- Strengthened Instagram following by 213 members utilizing strategic marketing campaigns
- Increased Twitter favorites from 6% to 22% over a five-month time span by increasing informative postings
- Tracking social media traffic and analyzing correlations between sales and promotions for future forecasting

### **Human Resources Intern, *Capitol Corporation*, Tallahassee, FL**

May 2021 - Aug 2021

- Formulated and implemented a team building program for twelve incoming full-time employees
- Created and maintained electronic personnel files in ECI Empower
- Ensured I-9 compliance for all team members in Florida and Alabama
- Updated job descriptions for several positions based on team member feedback and supervisor reviews
- Interviewed temporary employees for permanent position openings, ran background checks, and verified education to provide hiring recommendations to production supervisors

### **J. Crew, *Sales Associate*, Daytona Beach, FL**

May 2020 - Aug 2020

- Provided friendly and efficient customer service while maintaining a sophisticated shopping environment
- Oversaw store operations guidelines when managers were unavailable
- Collaborated with product manager to design attractive sales-promoting floor sets

## LEADERSHIP AND CAMPUS INVOLVEMENT

### **Vice President of Membership, *Alpha Kappa Psi*, Stetson University, DeLand, FL**

Sep 2020 - Present

- Documenting attendance points and participation in organization events for 60+ members
- Representing chapter at national organization events
- Communicating upcoming events and organization goals to members in weekly emails
- Responding to emails from prospective members concerning time commitment and expectations
- Planning membership goals with other officers to plan for upcoming semester's initiatives

### **Sponsorship Director, American Marketing Association, *Stetson University*, DeLand, FL**

Sep 2019 - Dec 2019

- Networked with professionals at social and professional development events
- Strengthened relationships with sponsors to secure funding for future semesters
- Procured \$2,500 in sponsorship funds for Fall 2015
- Updated database with contact information and relationship history for twenty-seven sponsors

### **Contributor, *The Reporter*, Stetson University, DeLand, FL**

Sept 2019 - May 2019

- Photographed new fashion trends spreading across campus for targeting specific reader populations
- Wrote two articles per semester on best and worst trending fashions and styles
- Identified and wrote columns about fashion hits and faux pas as seen at red carpet events