**Sally Stetson**

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**EDUCATION**

**Stetson University, DeLand, FL**

**Bachelor of Business Administration** May 2023

Major: **Human Resources** | GPA: 3.17

**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 2020 - Aug 2020

* Formulated and implemented a team building program for 12 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 in order 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

**CAMPUS INVOLVEMENT AND LEADERSHIP**

Stetson University, DeLand, FL

**Vice President of Membership,** Alpha Kappa Psi Sept 2019 - 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 Sept 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 27 sponsors

**Contributor,** Stetson Reporter 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