**Sally Stetson**

School Address: Street Name Unit #, City, State Zip | Permanent Address: Street Name, City, State Zip

(555) 555-5555 | sally@stetson.edu

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**EDUCATION**

**Stetson University, DeLand, FL**

Bachelor of Business Administration May 2018

Major: Management | GPA: 3.17

Relevant Coursework: Evidence-Based Management, Principles of Management, Organizational Behavior, Organizational Design, Human Resource Processes and Practices, Special Topics in Management, Junior Seminar (focus in Human Diversity)

**EXPERIENCE**

**Bangles & Bags**, *Social Media Assistant*, DeLand, FL Aug 2017 – Present

* Effectively manage Facebook, Twitter, Instagram, and Pinterest accounts
* Strengthened Instagram following by 213 members
* Increased Twitter favorites from 6% to 22% over a five month time span
* Track social media traffic and analyzed correlations between sales and promotions

**Capitol Corporation**,*Human Resources Intern*, Tallahassee, FL May 2017 – Aug 2017

* 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 2015 – Aug 2016

* 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**

**Alpha Kappa Psi**, *Vice President of Membership,* Stetson University, DeLand, FL Sep 2016 – Present

* Document attendance points and participation in organization events for 60+ members
* Represent chapter at national organization events
* Communicate upcoming events and organization goals to members in weekly emails
* Respond to emails from prospective members concerning time commitment and expectations
* Plan membership goals with other officers for each semester

**American Marketing Association**, *Sponsorship Director,* Stetson University, DeLand, FL Sep 2015 – Dec 2015

* 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

**Stetson Reporter**, *Contributor,* Stetson University, DeLand, FL Sep 2014 – May 2015

* Photographed new fashion trends spreading across campus
* Wrote two articles per semester on best and worst new fashion trends
* Identified and wrote columns about fashion hits and faux pas as seen at red carpet events