

Sally Stetson

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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