

# First and Last Name

Phone Number | Professional Email | LinkedIn URL

## EDUCATION

### **Bachelor of Business Administration**

May 2022

*Stetson University, DeLand, FL*

Major: **Marketing** | Minor: **Communication and Media Studies** | GPA: **3.67**

## COURSE PROJECTS

*Integrated Marketing Communications (MKTG 440)*

Jan 2021 - May 2021

- Organized and managed a limited budget (within classroom setting) to create an in-depth marketing campaign which included a buyer persona, creative brief, media release, and press release components

## RELEVANT COURSEWORK (LEVEL 300 +)

Consumer Dynamics, Marketing Research, Marketing Strategy, Marketing Analytics, Professional Selling and Communication, Social Marketing for Social Change, Digital Marketing

## EXPERIENCE

### **Marketing Coordinator**

May 2021 - Present

*The Nitty Gritty, DeLand, FL*

- Write and publish informative Facebook and Twitter posts resulting in earning in excess of 450 followers
- Develop a promotional advertising for weekly drink specials to gain additional and increase repeat guest counts
- Communicate with student organizations to schedule “Nitty Cup Night” fundraising special events
- Brainstorm digital media campaign strategies with managers and employees to forecast sales and future budgets

### **Sales Intern**

May 2020 - Aug 2020

*STERLING COOPER ADVERTISING, Tampa, FL*

- Supported creative and analytics teams to compile sales proposals for a mobile network startup
- Created sales decks and reports using Ad Data Express, Targus Info, and Excel
- Collaborated with contacts at 4 advertising agencies during the sales cycle
- Analyzed information from Dart for Publisher (DFP) and reported to colleagues on campaign progress
- Assisted 3 interns with summer industry projects analyzing potential competitors

## CAMPUS & COMMUNITY INVOLVEMENT AND LEADERSHIP

**AMERICAN MARKETING ASSOCIATION**

Jan 2020 - Present

**President** (Jan 2021 - Present)

- Network with marketing professionals to organize informative speaker events
- Determine semester goals and collaboratively planning 10 events with executive board
- Coordinate organization’s student member site visits to marketing and sales firms to build relationships

**Operations Director** (Sept 2019 – Dec 2020)

- Administered up-to-date, detailed database of information for 150 alumni and employer contacts
- Maintained resume book to ensure members up to date information of accomplishments were provided to employers

**AUTO APPRECIATION ASSOCIATION**

Jan 2018 - Dec 2020

**Founder/President**

- Created definitive mission statement, official bylaws, and attractive branding resources per university guidelines
- Organized antique car show that raised \$1,500 for local high school auto mechanic program
- Taught basic car maintenance to high school students on a restored 1977 Chevrolet Camaro; sold for \$9,500 with profits benefiting local homeless shelters

## SKILLS

Advertising Software: Adobe Premiere Pro, Google AdWords, Illustrator, Magisto Video Editing

Language: Fluent in Spanish; Proficient in French and Mandarin Chinese