

NAME

421 N Woodland Boulevard unit 00000
DeLand, FL
(111) 111-1111 name@stetson.edu

EDUCATION

Stetson University, DeLand, FL

Bachelor of Business Administration GPA: 3.67

May 2015

Major: Marketing

Minor: Management Information Systems

PROFESSIONAL EXPERIENCE

Flex Support Team, Macy's, Sarasota, FL

June 2011 - present

- Continually maintain professional composure during stressful, fast paced times of service in order to maintain and increase expected levels of customer service and merchandise sales
- Collaboratively work within a driven team on merchandising, signing, pricing updates and strive to exceed the projected level of the completion goals as well as the sales and income goals of the store

Sales Associate/Secretary, WSG Floridian CO., Bradenton, FL (Seasonal)

May 2009 - present

- Organize and complete professional sales trips to regional florists, presenting available products/services, and securing contractual agreements in order to elevate company's revenue/income

INTERNSHIP EXPERIENCE

Marketing Intern, Stetson University Athletics Department, DeLand, FL

August 2013 - present

- Manage the university's athletic marketing hospitality tent during football games which includes distributing promotional materials and facilitating both *Hatter Village* (pregame operations) and back of the house operations
- Distribute basketball promotional materials and direct/coordinate half-time activities

Marketing Leader-Social Media Coordinator, De La Vega, DeLand, FL

April - May 2012

- Envisioned and carried out several marketing campaigns using resources such as Facebook, public social events, self-designed postcards, and word of mouth advertising

LEADERSHIP ROLES & ORGANIZATIONS

Executive Committee Member, Stetson University Entrepreneurial Group

January 2014 - present

Recruitment Chair (VPIII), Alpha Alpha Alpha

November 2011 - December 2013

- Responsible for successful member recruitment and retention within the organization
- Directed a group of 30 to 40 women to pro-actively recruit unaffiliated women, represent positive campus exposure year round and accountable for all marketing of the sorority to prospective members
- Effectively created and delegated team building workshops preparing members for a three-day formal recruitment process including programs and activities utilizing professional project management skills

Board Member, Panhellenic Judicial

August 2010 - December 2012

Intramural Chair, Alpha Alpha Alpha

January 2011 - November 2011

Volunteer Coach, Special Olympics adult tennis program

January - May 2009

AWARDS & HONORS

Recipient of Hatter Award, Stetson University

August 2010 - present

Honor Roll and Deans List Recognition, Stetson University

August 2010 - present

Leadership Scholarship, Alpha Alpha Alpha

August 2012 - May 2013