

Client Information

Summary of Qualifications

I am a recent college graduate whose studies in international marketing included a semester in Barcelona, where I interned for a Hong Kong-based company. My background has prepared me to contribute as an entry-level assistant for marketing and branding teams.

Skills

MS Office, intermediate business-level Spanish

Professional Experience

(currently working in retail sales while seeking entry-level marketing role)

MYN Collective

summer 2015

Marketing Intern

- Responsible for social media community engagement
- Identified potential clients by conducting market research based on industry-specific trade-show database
- Provided B2B client interface at trade shows

American Marketing Association

2014 – 2015

Vice President (Student Organization)

- Raised over \$700 in funds over one-year by managing fundraising projects
- Responsible for new member recruitment

Irix International

spring 2014

Marketing Intern

- Sourced prospective clients for sales pipeline and marketing campaigns
- Organized sales pipeline data into Excel spreadsheets

Unicef

fall 2013

Marketing Volunteer

- Innovated fundraising strategies, such selling food gifts for dorm room
- Drove new volunteer initiatives utilizing social media to engage and motivate membership

(worked in service level positions summers 2011- 2014 while earning my degree)

Education

University of Tampa, Sykes School of Business
B.S. – International Business & Marketing

2015