
Education

Bachelor of Arts in Marketing Minor in Communication

Certificate: Leadership Studies
Marietta College, Marietta OH

GPA 3.4/4.0

May 2023

Marketing Related Work Experience

Undergraduate Marketing Intern – Dell Technology

Summer 2022

- Developed relevant marketing skills to give the company new options going forward while continuing to have new content
- Analyzed and organized data regarding feedback from customers about recent marketing strategies
- Researched our competitors marketing strategies to go about developing new content in order to be a leader in our industry

Marketing Intern – CVS Health

Summer 2021

- Wrote strategic marketing briefs and collaborated with coworkers to build the foundation for a successful marketing campaign
- Managed the campaign development process with outside partners to ensure a successful initiative
- Aided in end-to-end campaign management from concept development through deployment to measurement

Professional Development

Marketing Capstone Class – Working with Local Companies

Fall 2022

- Worked hand in hand with peers and local companies to come up with marketing strategies to promote their brand
- Increased brand awareness for potential customers through flyers, social media posts, and postings around town
- Aided company owners to assess a SWOT analysis in order to see where and who we need to target our marketing towards in order to get the best response

Marietta College Job Shadow – Athletic Department

Winter 2021

- Aided the athletic marketing team in creating new ideas to promote the various teams' games in order to increase fans' awareness
- Coordinated and led brainstorming sessions to generate ideas for posts to keep content relevant and new
- Managed game day posts, stories, and student athlete take overs to give a personal feel coming from the athletic page
- Promoted the content across 3 different social media platforms as well as on the schools' athletic page

Other Work Experience

Camps Recreation Center Desk Assistant – Marietta, Ohio

2021 – Present

- Understand the building layout and of the DBRC and organization of the workout equipment and cleaning supplies
- Provide patrons with direction to resources and assist with issues regarding equipment, work out spaces, and scheduling of basketball courts
- Answer outside phone calls at the desk and transfer calls to desired recipients within the DBRC

Wendy's – Columbus, Ohio

Summer 2022

- Administered cash register operation for instore and drive-through customer orders utilizing the menu and register system
- Ensured the cleanliness of instore lobby and cooking utensils met the satisfactory level of company requirements