'EVSPMRI %QEPÁXERS

%EADER

% ARD WORKING

%REATIVE

%NALYTICAL

% ASSIONATE

%ERSONABLE

%PTIMISTIC

EDUCATION

0 L D P L 8 Q L Y H U V L W \ Oxford, OH

% DFKHORU RI 6FLHQFH LQ % X V LQHV V | Farmer School of Business

Major: Marketing

Minors: Management and Leadership | Interactive Media Studies

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RELEVANT EXPERIENCE

.LPEHUO\ &ODUN RioRelph 6nR, LLDWLRQ

Customer Development Intern

% Co-developed a \$4 million recommendation to target "millennial" shoppers who are not purchasing Kleenex by leveraging a Disney partnership to produce a "throw-back" to 90's movie graphic

% /HG D)DPLO\ &DUH DQDO\WLFDO SURMHFW WRWDOLQJ Walgreens' mangers

N LQ SRWHQWLDO VDOHV J

- X Q H

% Uncovered a Cottonelle online distribution omission on Walgreens' website which when corrected delivered an immediate 500% lift in business % Chosen as 1 of 11 elite students across the country for the Customer Development Internship

& D U H H U 6 H U Y L F H V Oxford, OH

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Career Assistant

- % Served as the marketing delegate for the adviser of the School of CArative assist in event planning and execution
- % Counseled students one-on-one in crafting resumes, LinkedIn, and cover letters to help students acquire employment
- % Collaborated with full time staff to develop and present workshops to student organizations and groups on campus

\$PHULFDQV \$EURDG London, England | Paris, France

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Study Abroad Student

- % Conducted a research project on effects of globalization, spread of fast food culture abroad, and how McDonald's adapts to these factors through specialization and marketing
- % Immerse myself with the European culture in dress, language, activities, and customs
- % Cultivated a more attuned sense of cultural competence while developing a deeper appreciation for diversity

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Marketing Intern

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- % Corresponded with over 100 advertising companies and collected 3 weeks of market research to formulate an industry analysis for launch of company's new product
- % Presented internal analytical information in comprehensive reports to the President and Vice President to aid in strategic decision making
- % Mastered the CRM software SalesForce and taught it to superiors
- % 5H YDPSHG FRPSDQ\¶V OHDVLQJ V\VWHP E\ FUHDWLQJ D QHZ ¿OLQJ PHWKRG WR HVW
- % 8SGDWHG FRPSDQ\ V\VWHPV WR UHÀHFW FXUUHQW FOLHQW SRUWIROLR ZLWK SURSH

LEADERSHIP

'HOWD 6LJPD 3L, QWHUQDWLRQDO 3URIHVVLRQDO)UDWHUQLW\ \$OSK 6DH \$SSWHLFDERHQU & K[DJ S±W3HLDDirector of Marketing 20xx | VP Scholarships and Awards 20xx | Marketing Delegate 20xx | Pledge Class Secretary 20xx

- % Selected as 1 of 30 students in a competitive pool of over 200 applicants to pledge America's foremost business fraternity
- % 5HEUDQGHG IUDWHUQLW\ E\ ODXQFKLQJ ¿UVW HYHU SURPRWLRQDO YLGHR UHDFKLQ. %