

IMA PACER

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SUMMARY OF QUALIFICATIONS

- Familiar with marketing concepts through marketing positions and coursework
- Very strong technical ability including experience with design software (Mac and PC), Microsoft Office Suite, and various video editing software
- Able to handle multiple tasks by working 30 hours a week while pursuing full-time coursework

EDUCATION

Bachelor of Science (B.S.) in **Business Administration** May 2015
University of South Carolina Aiken
Concentration: **Marketing**, GPA 3.5/4.0; LIFE Scholarship

RELEVANT COURSEWORK

International Marketing • Promotion Strategies and Advertising • Consumer Behavior • Marketing Research • Marketing Management • Principles of Marketing • Strategic Management • Social, Ethical and Legal Aspects of Business • Principles of Management and Leadership • Business Writing • Introduction to Computer-Based Productivity Tools

RELATED EXPERIENCE

Marketing Research Intern, Computer World, Aiken, SC 1/14 - 5/14

- Coordinated advertising and promotional campaign for “Computer Works” software
- Reviewed all data pertaining to computer software company
- Developed and distributed questionnaire to measure consumer interest
- Interviewed 50 local and national companies to gain insight on current market trends
- Used IBM compatible software to statistically analyze collected data

Publicity Chair, Phi Sigma Gamma, USC Aiken, Aiken, SC 8/13 - 5/14

- Developed all marketing materials to assist with membership recruitment
- Organized annual “Books for Kids” event to promote reading for local youth

Special Project, Strategic Management Class, USC Aiken, Aiken, SC 8/13 - 11/13

- Participated in group project that analyzed a local business and developed a marketing plan
- Led group presentation of plan to class using handouts and PowerPoint

OTHER WORK

Lead Waiter, Outback Steakhouse, Augusta, GA 1/11 - 7/13

- Provided customer service in a restaurant setting
- Promoted to lead waiter in one year

ACTIVITIES

- *Captain*, USCA Soccer Team
- *Member*, Gamma Beta Phi Honor Society
- *Member*, American Marketing Association
- *Member*, Circle K International (Community Service Organization)

SKILLS

Computer: Microsoft Office (Word, Excel, PowerPoint, Access), InDesign, Photoshop, Illustrator
Languages: Fluent in English & Spanish