

FIRST LAST

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QUALIFICATIONS

- Experience in marketing research; familiar with financial principles
- Detail oriented with administrative skills commonly needed in an office environment
- Self-assured when delivering presentations
- Ability to adjust quickly and easily to change or new tasks; self-motivated and driven to achieve goals

EDUCATION

Southern Illinois University Edwardsville (SIUE)
Bachelor of Science in Business Administration
Specializations: Marketing

Edwardsville, IL
Expected: August 2023

PROFESSIONAL EXPERIENCE

Marketing Internship/Co-op
Discover Marketing and Communications

Summer 2021
St. Louis, MO

- Interviewed consumers and summarized findings in Excel report form for the Director of Marketing
- Developed a written survey for demographic study of product appeal
- Presented marketing ideas to supervisors and peers virtually and in-person
- Designed and developed three handouts regarding employee benefits for Talent Acquisition team using Canva Pro

OTHER EXPERIENCE

Student Assistant
SIUE Instructional Services

August 2021 - Present
Edwardsville, IL

- Provide clear and concise information to faculty, students, staff, and the public
- Compile data from student evaluations and typed into report form
- Ensure timely duplication and distribution of syllabi and handouts for instructors
- Administer tests in absence of instructor

HONORS AND ACTIVITIES

- SIUE Campus Activities Board (CAB) – Fall 2021 to Present
- A Cross Between Campus Ministry – Fall 2020 to Present
 - Social Media Chair - Fall 2021 to Present
- Marketing Association, Member – Fall 2020 to Present
- SIUE Dean's List - Fall 2020 to Present
- Cougar Pride Scholarship Recipient – Fall 2020 to Present

SKILLS

- Microsoft Office (Word, PowerPoint, Excel, Publisher, Teams)
- Adobe (InDesign, Photoshop)
- SAP
- Zoom
- Canva Pro