

ABOUT ME

- ❖ Highly motivated and driven marketing student
- ❖ Seeking a challenging marketing role where I can apply my creativity and passion combined with exceptional skills and abilities to meet and exceed goals and expectations
- ❖ High-energy, enthusiastic, assertive and proactive approach to work
- ❖ Passionate about nurturing and managing strong relationships
- ❖ Dedicated team player with a reputation for accountability, delivery and personal integrity

SKILLS AND ABILITIES

- ❖ Creative Thinker
- ❖ Quick Learner
- ❖ Excellent Communicator
- ❖ Detail Oriented
- ❖ Solution Provider
- ❖ Computer Skills Proficient
- ❖ WordPress Proficient

EDUCATION

- ❖ University of Central Florida
Orlando, FL
Bachelor of Arts, Fall 2018
Marketing Major
- ❖ Valencia College
Orlando, FL
Associate of Arts, Fall 2016

ACTIVITIES AND HONORS

- ❖ Presidents List: Spring 2016
- ❖ Dean's List: Summer 2016, Fall 2016, Fall 2017
- ❖ Omega Phi Alpha, National Professional Service Sorority

EXPERIENCE

Advanced Recovery Systems – Winter Park, FL
7/2018 – Present
Position Held: Digital Marketing Intern

Key Responsibilities:

- ❖ Executed content loading into WordPress, reviewed content for quality assurance and brand standards, and collaborated with team writers and editors to reach and achieve monthly content goals
- ❖ Expedited search engine optimization strategies, analyzed results, and implemented changes resulting in increased traffic
- ❖ Strategically analyzed content for most effective image selection and placement to drive higher open and click-through rates

BJ's Restaurant & Brewhouse – Orlando, FL
4/2014 – Present
Position Held: Server

Key Responsibilities:

- ❖ Provided excellent customer service
- ❖ Proficiently operated the POS system quickly and accurately
- ❖ Effectively supervised co-workers with nightly restaurant closing responsibilities
- ❖ Trained new employees

Applebee's Neighborhood Grill & Bar – Middletown, NY
5/2013 – 8/2013
Position Held: Server

Key Responsibilities:

- ❖ Created customer base and close relationship with patrons of restaurant
- ❖ Effectively applied the power of suggestion to upsell to customers resulting in increasing average check by 10 – 20%
- ❖ Proficiently operated POS system effectively

Toys "R" Us – Middletown, NY
11/2011 – 1/2012
Position Held: Sales Associate

Key Responsibilities:

- ❖ Assisted guests with locating and purchasing merchandise
- ❖ Offered suggestions and gift giving advice

VOLUNTEER SERVICE

- ❖ Straight Street Orlando - Food Share
- ❖ Orlando Union Rescue Mission – Helping hungry, hurting, homeless
- ❖ Hope for Puerto Rico - Hurricane Relief