

Albert Gator

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EDUCATION

Bachelor of Business Administration

Major: Marketing

University of Florida: Warrington College of Business, Gainesville, FL

May 2023

GPA: 3.72/4.00

Osnabrück University

UF Study Abroad Program, Osnabrück, Germany

May 2021 – August 2021

MARKETING EXPERIENCE

Marketing Assistant, Office of Admissions

University of Florida, Gainesville, FL

September 2020 – Present

- Works with admission marketing team to create materials used in recruiting high school students
- Created 4 new web pages for the admissions office
- Initiated the use of Google Analytics to track website traffic resulting in refreshed content for the site

Advertising Intern

Company Name, City, State

May 2022 – August 2022

- Researched over 200 customers to determine customer experience in terms of people, processes, and technology;
- presented findings to senior executives
- Liaison between Customer Experience Team and Advertising Team for 5 upcoming campaigns
- Created graphical dashboards to enable quick assessment of customer satisfaction by global region
- Recipient of "Summer 2016 Top Intern" award

Marketing Intern

Entrepreneurship Institute, City, State

May 2020 – August 2020

- Promoted the Entrepreneurship Institute programs, events, and competitions through use of mixed media including banners, flyers, mail pieces, and innovative website design
- Utilized Google Analytics to reorganize website layout resulting in 40% increase in time spent on the site
- Assisted in creation of a comprehensive marketing plan for the launch of the new Lassonde Studios
- Received certification in Google Analytics and Google AdWords

CUSTOMER SERVICE EXPERIENCE

Shift Manager

Chipotle, Orlando, FL

May 2013 – September 2015

- Managed a team of 6 to efficiently serve 80-120 customers per shift
- Promoted to Shift Manager within first 6 months

INVOLVEMENT

American Marketing Association University of Utah Chapter Vice President
Business Scholars Program

January 2022 – present
August 2021-May 2021

SKILLS

Languages: Conversational fluency in Spanish and French

Programs: WordPress, Tableau, Microsoft Excel

Marketing: SEO optimization, Google Analytics, Social Media Marketing