

**Mary Rose McQueen**  
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## EDUCATION

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**Marriott School of Business, *Brigham Young University***

Dec. 2019  
Provo, Utah

Bachelor of Science, Marketing; Minor in statistics

- Utah State's Regents Scholarship; academic
- Vice President of Analytics - BYU Marketing Association
- Leadership of Technology - Women in Business Club
- Cardinal Health Conjoint Analysis Case Competition Finalist

## EXPERIENCE

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**The Home Depot, *University Strategy Intern***

Present  
Provo, Utah

- Partner with Merchandising team on the National Product Line Review
- Correlate disparate data points and primary observations to improve sales, margin, and inventory turns
- Change or optimize the current assortment of products
- Provide in-depth performance and market intelligence analytics

**Chatbooks, *Digital Marketing Intern***

Present  
Provo, Utah

- Work with sponsors to optimize sales and exposure
- Identify unmet needs, goals, opportunities, and challenges of digital campaigns
- Analyze market trends to best execute the company initiatives and objectives

**Marriott School of Business, *Project Assistant***

Nov 2017 – Feb 2018

- Work with team to plan events that increase number of applicants to the Marriot School of Business Provo, Utah
- Focus on an event for undergraduate women exploring business majors
- Working with over 25 sponsors and recruiters for the school

**Zion Ponderosa Resort (Owned by Founders of JetBlue), *Marketing Intern/Guide***

May. 2017 – Aug. 2017

- Started and led a marketing campaign targeted at private schools to fill resort in off-season Mt. Carmel, Utah
- Booked six private schools with 1,000+ students to fill resort
- Enhanced tourists' experience by leading insightful tours as a certified park guide

## SERVICE EXPERIENCE

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**Leader of *Technology in Women in Business Club***

Aug. 2017– Present  
Provo, Utah

- Organize and publish the club website to increase traffic online
- Collaborate with other leadership and clubs to plan and host events to motivate women in the workforce
- Analyze all events afterward to see how attendance improvements can be made

**Volunteer representative, *The Church of Jesus Christ of Latter-day Saints***

May. 2015 – Nov. 2016

- Counseled individuals, trained volunteers, lead service projects, and mentored youth Trujillo, Peru
- Worked 80-hour weeks for 18 months
- Taught English to native Spanish speakers

## AWARDS, SKILLS, INTERESTS

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**Computer Skills:**

- Proficient in Microsoft Office, Mainly; Excel, XLSTAT, Word, and PowerPoint
- Skilled in Adobe Photoshop, InDesign, Illustrator, Premiere, and Lightroom
- Familiar with R coding and SQL

**Talents & Abilities:**

- Fluent in Spanish
- H.S. Academic All-State award in Tennis
- Hobbies: hiking, reading, and music