

I. NITA JOBB

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EDUCATION

St. Olaf College, Northfield, Minnesota

Expected Graduation: May 2019

- **Bachelor of Arts** | **Major:** Economics | **Concentration:** Management Studies

GPA: 3.48 | Major GPA: 3.67

Honors/Awards: Presidential Merit Scholarship; Rotary Youth Leadership Award (2015)

Study Abroad: Heidelberg, Germany | Studied Economics in contemporary Germany

January 2009

Relevant Courses: Marketing, Principles of Accounting, Entrepreneurship, Corporate Finance, Professional and Business Writing

INTERNSHIP EXPERIENCE

Merchandise Planning Executive Intern, Target Corporation | Minneapolis, Minnesota

June - August 2018

- Analyzed reports to determine which of Target's store planograms had highest dollar per square-foot productivity; cross-referenced findings from productivity project with store prototypes (layouts) to determine dollar and volume productivity; Created comprehensive report and presented findings to group leadership
- Disseminated sales reports to facilitate an overall 20% SKU reduction for department, calculating the least and most productive items before recommending a course of action
- Observed/assisted with Competitive Line Reviews, Reverse Bid Auctions, and other E-Sourcing events

Direct Marketing/Merchandising Intern, General Mills, Inc. | Minneapolis, Minnesota

June-Dec. 2017

- Coordinated with Direct Marketing, the Catalog Acquisitions Manager and the Senior Housewares Buyer to observe and critically analyzed focus groups to gain better knowledge of factors that influence purchases in our sector
- Collaborated with internet marketing staff and creative department to produce a template for Betty Crocker Catalog promotional emails. Wrote copy for the Pillsbury website, and completed a Search Engine Optimization (SEO) project for direct marketing that resulted in a 15% increase in internet visibility of Betty Crocker website
- Undertook a summer-long project disseminating General Mills consumer research/studies to determine who the 'typical' Betty Crocker buyer really is, in terms of family, buying habits and demographics; drafted a 15 page market research analysis and presented findings to senior leadership

WORK EXPERIENCE

Sales Associate, Williams-Sonoma, Inc. | Edina, Minnesota

May 2014-Present

- Apply strong customer services skills to engage hundreds of customers each day
- Winner of the W-S *Catch The Spirit* award in spring 2004 for outstanding service and can-do attitude towards customers and fellow employees

Head Tennis Instructor, Orono Independent School District 278 | Long Lake, Minnesota

June-August

2014-2016

- Developed instructional curriculum for a youth tennis training program; coached 12 students twice weekly
- Collaborated with others to maintain a safe, enjoyable atmosphere for students with a focus on positive sportsmanship

LEADERSHIP & CO-CURRICULAR EXPERIENCE

Vice-President, Economics Club, St. Olaf College

Sept. 2016-Present

- Developed campus campaign to increase membership in the club resulting in a 30% increase in active membership
- Created a club-sponsored speaker series on campus; invited speakers twice yearly to present to club members

Section Leader, Chapel Choir, St. Olaf College

Sept. 2015-Present

- Coordinated with Director; Arranged and led section practices; Ensured section was prepared for full rehearsals

Member, Varsity Tennis, St. Olaf College

Sept. 2015-Present

RELEVANT SKILLS

Language: German (Intermediate); Spanish (Basic)

Technical: Excel, PowerPoint, R, Adobe Photoshop, Social Media, WordPress, HTML (basic)