

DaMaria Abernathy

Huntsville, TX | (940) 224-5294 | damariaabernathy@gmail.com | [LinkedIn](#) | Portfolio

EDUCATION

Sam Houston State University

Bachelor of Business Administration in Management Information Systems

Huntsville, TX

GPA 3.8

TECHNICAL SKILLS

JavaScript | Python | HTML | CSS | Object Oriented Programs (OOP) | Excel | Access | Marketo | Hootsuite | Canva

EXPERIENCE

Breckinridge Capital Advisors

Marketing Coordinator Intern

June 2022 – August 2022

Boston, MA

- Prepared materials and managed compliance reviews for marketing campaigns and presentations
- Synthesized marketing materials for social media to broaden the reach of existing collateral
- Maintained content on digital channels including the firm's website, LinkedIn, and Twitter

UNT Alumni Association

Student Assistant - University of North Texas

August 2021 – January 2022

Denton, TX

- Developed and managed an inventory system to support alumni events and services
- Maintained alumni information by using the university's CRM system, Raiser's Edge
- Reconciled inventory monthly using Excel to maximize reordering speeds

SHSU: College of Arts and Media

Student Assistant - Sam Houston State University

October 2020 – February 2021

Huntsville, TX

- Facilitated communication between guests and team members
- Maintained confidential documents according to university policy
- Organized data into a filing system to comply with office standards

Student Money Management Center

Student Assistant - Sam Houston State University

November 2019 – August 2020

Huntsville, TX

- Managed day-to-day schedules for five management team members
- Educated students about financial aid, loans, and repayment options
- Created social media content detailing operational information about the center's resources

Cracker Barrel Old Country Store

Hostess

June 2016 – August 2020

Wichita Falls, TX

- Led a team of five hostesses during rush hours
- Successfully resolved customer concerns and complaints within a ten-minute window
- Supported team members during peak periods successfully reducing wait times by twenty minutes

PROJECTS

Marketing Analysis

- Designed a 15-minute presentation to inform supervisors about marketing efforts
- Collected Marketo data on times and dates to develop a time frame to boost marketing content

Webpage Development

- Developed four web page designs using in-house software and presented them to supervisor's
- Edited and revised the final webpage design to comply with company standards