DaMaria Abernathy

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EDUCATION

Bachelor of Business Administration – Sam Houston State University   Huntsville, TX   May 2023

Major in Management Information Systems   GPA 3.8

SKILLS

JavaScript | Python | HTML | CSS | Object Oriented Programming (OOP) | Certified in Microsoft Office | Marketo

EXPERIENCE

Embedded Tutor – Academic Success Center   Huntsville, TX   01/2023 – Present
- Tutoring an online class of 38 students, providing Microsoft Access knowledge
- Reviewing student databases and tailoring study sessions to address issues and/or questions, and providing an effective solution
- Brainstorming objectives in weekly meetings with the professor to create a plan to aid students in achieving their academic goals

Marketing Coordinator Intern - Breckinridge Capital Advisors   Boston, MA   06/2022 – 08/2022
- 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

Student Assistant - Alumni Center   Denton, TX   08/2021 – 01/2022
- Designed and implemented an inventory system, covering 85 products, to assist management with accurately tracking supplies
- Utilized Excel and Word to develop a reconciling system for inventory that maximized reordering speeds and reduced surplus
- Updated alumni records weekly in the Customer Relationship Management (CRM) system, increasing accuracy of alumni data

Student Assistant - Student Money Management Center   Huntsville, TX   11/2019 – 08/2020
- Prepared presentation materials in advance allowing management to receive presentation supplies on a more timely basis
- Quantified presentation data in Excel and documented the results allowing managers to improve presentations
- Managed social media content and developed a strategy for an effective outreach approach to inform students about office services

Hostess - Cracker Barrel Old Country Store   Wichita Falls, TX   06/2016 – 08/2020
- Led a team of five hostesses during peak serving hours and reduced the overall customer waiting time by 30 minutes
- Informed guests about daily lunch specials contributing to the 5% increase in lunch special sales for a given quarter
- Communicated with management to successfully resolve customer concerns and complaints increasing customer satisfaction

PROJECTS

Small Business Development Consultant   Present
- Working with a 4-member team providing consultant services for a small business, meeting biweekly to analyze the client's needs
- Developing a strategy to address their issues, and present them with the best solution

Website Development   08/2022 - 12/2022
- Created a GitHub remote repository and wrote 600+ lines of HTML and CSS in Visual Studio Code learning web development
- Utilized coding knowledge to design a personal portfolio website – https://mari781.github.io/index.html

Marketing Analysis   06/2022 - 08/2022
- Utilized Marketo to gather 300+ user engagement data on marketing and social media content to create a schedule for management to boost marketing efforts
- Processed Marketo data into quantifiable data based on user engagement and used 20 Pivot Charts to develop a schedule for sending marketing content
- Created a 20-minute presentation for upper management which outlined and revealed the strategic schedule for marketing content to increase user engagement

Web Page Development   06/2022 - 08/2022
- Developed 3-4 web page options using WYSIWYG layout discussing sustainability
- Selected photos and revised the final web page design to comply with company standards and regulations