

# Mariah L. Booher

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## EDUCATION

### **The Ohio State University, Max M. Fisher College of Business**

*Bachelor of Science in Business Administration*

*Major in Marketing, Minor in Studio Art*

**Columbus, OH**

*Graduation: May 2024*

*GPA: 3.98*

- Direct admit to the Max M. Fisher College of Business; 2024 Pace Setters Award recipient as a result of exemplary scholarship, leadership, and service to Fisher and the community

### **Houston High School**

*Valedictorian, GPA: 4.0*

**Houston, OH**

*August 2017 - May 2021*

## EXPERIENCE

### **The Ohio State University**

*Marketing Teacher Assistant*

**Columbus, OH**

*August 2023 - present*

- Update in-class marketing material and field over 200 student inquiries both in-person and via email

### **J.M. Smucker Company**

*Category Leadership Intern – Liquid Coffee Venture Team*

**Orville, OH**

*May 2023 - August 2023*

- Identify key trends within a 150-page report to create a summary for the category and sales teams
- Analyze the sales and growth of the competitive market and assess the success of their marketing campaigns to create digital and in-person tactics for a new product launch
- Research product innovations and liquid coffee insights to identify product and marketing opportunities

### **Youth Marketing Connection**

*Pentel Student Brand Ambassador*

**Columbus, OH**

*Nov 2022 - present*

- Host on-campus events to initiate student sampling of Pentel products and encourage future purchases
- Create social media content, including photography and videography, to showcase Pentel products, bring awareness to the brand, and drive sales to their Amazon storefront

### **Crown Equipment Corporation**

*Marketing Communications Co-Op*

**New Bremen, OH**

*May 2022 - August 2022*

- Create content, visuals, and photography for social media, advertisements, and print material
- Analyze competitors' social media pages and websites to discover and implement new tactics to increase brand awareness and interaction with Crown's digital platforms
- Research and analyze data to propose an engineering recruitment campaign that resulted in 10 new hires

## ACTIVITIES & INVOLVEMENT

### **American Marketing Association**

*Vice President of Events*

**Columbus, OH**

*October 2021 - present*

- Organize a career fair by initiating communication with over 75 companies, creating invitation graphics, planning a catering menu, and overseeing the event, which led to a 50% increase in company attendance
- Lead a committee of six students to plan and coordinate four social events for over 50 members
- Plan upcoming events, weekly tasks, and partnership experiences in bi-weekly executive board meetings
- Arrange and attend weekly meetings to learn about the marketing strategies and techniques as well as job expectations of employers ranging from startups to F100 corporations

### **Business Scholars Program**

*Mentor*

**Columbus, OH**

*May 2021 - present*

- 1 of 50 individuals selected to live in a community of other competitive, like-minded business students based on academic achievement, community involvement, and character
- Improve professional development skills through resume reviews, mock interviews, and business events

### **Second-year Transformational Experience Program**

*Member*

**Columbus, OH**

*August 2022 - May 2023*

- Participate in weekly meetings focused on personal development, career exploration, community building, and financial budgeting to create a \$2000 grant proposal used for a transformational project
- Study abroad for two weeks in Paris, France to explore their social, cultural, and geographical history

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**Skills:** Microsoft 365, Adobe Photoshop/Illustrator/InDesign, Unify Plus, HTML, Amazon Advertising, Google Display Ads