

# MEGAN ZIEGLER

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## PROFESSIONAL SUMMARY

I am a multiple industry-certified professional with highly successful experience in delighting clients in event coordination and sales development. I want to combine data analytics, artistic creativity, and personalized service to create memorable events and build long-term relationships with clients.

## EDUCATION

### University of Denver, Daniels College of Business

Denver, CO

Bachelor of Science Business Administration - Marketing/Data Analytics

May 2025

- Major GPA: 4.0; Overall GPA: 3.7

**Relevant Courses:** Analytics (I, II, III), Business Communications, Business Policy and Strategy, Consumer Behavior, Power of Professional Selling, Digital Marketing (foundations, selling in digital world, media trends), and Integrative Marketing Strategy

### Prague University of Economics and Business

Prague, Czech Republic

Study Abroad Program

September 2023 - December 2023

**Relevant courses:** International Business, Product/Brand Marketing, New Media and Trend in ICT

## RELEVANT PROFESSIONAL EXPERIENCE

### Executive Education - Daniels College of Business

Denver, CO

*Event Coordinator*

Jan 2025 - Present

- Supported the operational, logistical, and administrative aspects of educational events and programs
- Determined and instituted time-saving measures that streamline workflows and processes
- Supported strategic business objectives around cost and quality management while contributing ideas and team decisions

### memoryBlue

Denver, CO

*Sales Development Representative (SDR) Intern*

June 2024 - August 2024

- Achieved SDR certification by generating 2000+ leads and 10 executive meetings, demonstrating strong prospecting skills
- Secured 3rd place in 'Biggest Games' competition by excelling in sales call evaluations, showcasing superior communication
- Developed expertise in finance, expense management, and ERP experience through hands-on experience with my client PayEm

### University of Denver

Denver, CO

*Marketing Teacher's Assistance*

Jan 2024 - June 2024

- Facilitated discussions and provided constructive feedback contributing to student success and engagement
- Enhanced the learning environment by efficiently grading presentations and activities ensuring timely feedback and support
- Led 2 classes independently and assisted in facilitating 40+ additional sessions, offering office hours to support student learning

## LEADERSHIP EXPERIENCE

### DU Marketing Club

April 2024 - Present

*Event Coordinator*

- Organized an expo event with 150+ students and 20+ professionals from diverse industries
- Planned and moderated a panel event with over 100+ students in attendance and 6 marketing professionals

### Alpha Phi - Iota Xi Chapter

Sept. 2021 - Present

- *Director of Sisterhood* - Execute events designed to strengthen member relationships and foster community
- *Slating Committee* - Evaluated candidates and make strategic decisions to select executive board members

### Open Doors Shelter, (Clothing Donation Center)

May 2021 - June 2021

*Intern*

- Managed and organized clothing donations and events, and developed a business plan to modernize store layout, marketing efforts, community outreach, and operations

## SKILLS

**CERTIFICATIONS** - Microsoft Office Specialist (Excel, Powerpoint, & Word Associate certified), SDR certification from memoryBlue, Email Marketing Hubspot, Inbound Marketing Hubspot

**TECHNICAL** - Salesforce, Tableau, Alteryx, R Studio, Python, Wrike, Qualtrics, Canva

**GALLUP STRENGTH FINDER** - Activator, Relator, Significance, Command, Strategic