**EDUCATION**

**University of Florida May 2020**

***Master of International Business (MIB),*** *Hough Graduate School of Business*Gainesville, FL

* Relevant Coursework: Fundamentals of International Business, Global Strategic Management, Open Economy Macroeconomics, International Finance, Global Immersion Experience

**TECHNICAL SKILLS**

Certifications:

Technical Skills: Adobe, 2,3,4,5

**PROFESSIONAL EXPERIENCE**

**MadridBank July 2020 – August 2020**

***Advertising Operations Intern*** Madrid, Spain

* Analyzed and reported on data weekly for VP of Advertising. Reports were distributed company-wide as example of what other office’s interns should create.
* Ran discrepancy reports after every campaig
* be Photoshop, Excel, and PowerPoint to attract potential investors. Full-time Sales staff subsequently adopted these tools into their client pitches.
* Collaborated with Sales and Marketing teams to improve CRM inefficiencies, resulting in new system with 20% increase in data capture. Ensured 100% compliance with government regulations by identifying and correcting estimate/invoice errors in CRM.
* Selected as 1 of 3 eligible interns to participate in face-to-face client meetings because of positive client feedback from email and phone communications.

**Gator Marketing Co. February 2019 – Present   
*Market Analyst*** Gainesville, FL

Gator Marketing Co. is a small marketing company that specializes in event marketing for UF student organizations.

* Analyzed and critiqued company website to improve web presence and increase effectiveness in marketing efforts. Personal copy contributions resulted in a 30% increase in web traffic over a 5-month period.
* Organized and executed a focus group with 25 UF students to gain millennial market expertise. Subsequent data and report was used by company and 2 client companies to target millennials in various marketing campaigns.

**LEADERSHIP AND INVOLVEMENT**

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**ADDITIONAL DATA**

Languages: English, Spanish, Korean (Intermediate)

Awards:

Publications: