

TYRA WHITLEY

tyraRwhitley@gmail.com ▪ 240-472-0993

4318 Knox Rd. ▪ College Park, MD 20740

EDUCATION

University of Maryland, College Park

Robert H. Smith School of Business

Bachelor of Science: Business Management, Marketing

Expected Graduation: May 2020

Cumulative GPA: 3.3

EXPERIENCE

RippleMatch

Leadership Development Intern

College Park, MD

October 2019 – Present

- Selected from a pool of thousands of candidates to work closely with the leaders of RippleMatch's Leadership Team.
- Leverage various growth strategies and tools including social media, email marketing, presentations, and peer & faculty member networking to grow the user base and awareness on campus.
- Strategically assess growth and performance metrics to improve, change and/or help design new growth strategies.

Rox & Glitter

Marketing Intern

Washington, D.C.

January 2019 – May 2019

- Supported owner/designer with branding and promotion to increase social media followers by 20%
- Increased sales by advertising and pitching to customers while working closely with owner/designer at venues, and other events

Department of Resident Life

Community Assistant

College Park, MD

August 2018 – Present

- Serve as first point of contact for over 900 students, faculty, staff and visitors
- Provide excellent customer service to University of Maryland community
- Manage keys, packages and other administrative tasks for students and staff members

Office of Undergraduate Admissions

Student Representative

College Park, MD

August 2017 – January 2019

- Built brand of Maryland by professionally assisting prospective students and their parents with inquiries
- Operated multi-line phones and 3 different electronic databases to efficiently aid applicants
- Maintained confidentiality when accessing information on databases to check application statuses and decisions of prospective students
- Resolved escalated phone calls using problem solving skills
- Exercised leadership by training 2 new employees per semester

Office of Undergraduate Admissions

Intern

College Park, MD

June 2017 – August 2017

- Exemplified exceptional public speaking and interpersonal skills by leading 100 tours to market the university to prospective students
- Aided admission counselors by helping prospective students with their admissions requests
- Received a promotion to student representative as a result of receiving positive feedback from guests and staff

McDonald's

Crew Member

Bowie, MD

April 2015 – April 2016

- Greeted over 300 customers daily while responsibly collecting and storing money

L.E.E.P. to College Foundation

Tutor

Bowie, MD

September 2013 – June 2016

- Developed strong leadership and time management skills by tutoring 3 students over the course of multiple school years

LEADERSHIP AND AWARDS

Phi Chi Theta Professional Business Fraternity, Merchandise Chair

August 2019 – Present

- Created and marketed multiple clothing designs and merchandise for over 80 fraternity members
- Coordinated with vendor to determine the options for production, quality, and design while staying within a \$1400 budget

Smith School's Dean's List

Spring 2018, Fall 2018

UMD's E.D.G.E, Ambassador

April 2017, May 2018

- Hosted 7 prospective students for an overnight diversity inclusion program

SKILLS

Computer: MS Suite, AutoCAD, Revit, SketchUp