

DATABASE ADMINISTRATOR DATABASE ADMINISTRATOR DATABASE ADMINISTRATOR -  
 AMERICAN EAGLE OUTFITTERS Moore, OK Work Experience DATABASE ADMINISTRATOR  
 SAGE STEAM Camp at SWOSU November 2017 to Present Arranged and entered sensitive  
 camper and donor information into a Salsa CRM database Assisted in managing post-camp  
 correspondence to former campers, counselors, and donors Co-wrote an application for a \$15,000  
 grant that the camp later received twice among others Audited the camp budget Wrote press  
 releases for the SAGE STEAM Camp detailing awards the camp received and application updates  
 CASE STUDIES MARKETING INNOVATIONS REPORT, FULCRUM HORMONE & WELLNESS  
 CLINIC Conducted research and analysis of the hormone replacement therapy market to create a  
 SWOT Analysis and BCG Matrix of Fulcrum's services Worked closely with healthcare  
 professionals to develop a plan for CRM and handling customer satisfaction Developed a plan for  
 Facebook content that resulted in a 250% increase in post interaction on average MARKETING  
 CAMPAIGN DEVELOPMENT, SWOL SPORT PERFORMANCE Developed a plan to boost  
 genuine social media interaction on SWOL's pages through targeted hashtags and consistent  
 360-degree branding Created a post schedule to optimize exposure of the SWOL brand to others  
 on social media Led a sales pitch to the social media page coordinator at SWOL discussing the  
 ideas LEADERSHIP ROLES Student Representative for the Undergraduate Research and  
 Scholarly Activities Committee (URSAC) ? Helped in coordinating research fairs on campus ?  
 Attended monthly meetings to follow up on the progress of research fair progress President of the  
 World Language and Culture Association ? Boosted club attendance by 100% and funding by  
 \$1,000 from the previous year ? Led club meetings in which members learned about and  
 participated in other cultures ? Coordinated WLCA activities during World Languages Week on  
 SWOSU's campus Chair of the committee overseeing the SAGE STEAM Camp ? Discussed  
 methods by which to raise camp awareness in underserved and underfunded Oklahoma areas  
 SALES ASSOCIATE AMERICAN EAGLE OUTFITTERS July 2015 to Present Educated customers  
 about the AEO brand and current promotions, and assisted them in finding styles to suit them Built  
 customer loyalty through rewards programs and face-to-face selling Maintained up-to-date

signage and marketing throughout the store Education BACHELOR OF BUSINESS  
ADMINISTRATION in MARKETING SOUTHWESTERN OKLAHOMA STATE UNIVERSITY May  
2020 Skills Data Entry Links <https://bit.ly/2Al85CM>

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