

Abbey Solnet

5998 Alcala Park • San Diego, CA 92110 • (303) 704-7760 • solnetar@sandiego.edu

EDUCATION

University of San Diego

Bachelors of Business Administration in Marketing with Honors

May 2017

3.8 GPA

- Leadership Studies Minor
- Received USD Alcala Scholarship for excellence in academics and extracurricular activities
- Recipient of USD Changemaker Challenge 2015 Best On-Campus Idea award for composting on campus
- Marketing Research & Analytics, Advertising & Promotion, International Marketing, & Liberal Arts classes

WORK EXPERIENCE

Arrow Electronics

Marketing Internship

Englewood, CO

Summer 2016 - Present

- Tracked lead generation campaigns for Hitachi Data Systems, NetApp, and CommVault lines.
- Wrote and managed content for Arrow's E-Magazine and Arrow Communications Network.
- Created partner campaign about Hitachi Flash, Hyper-converged, and HCP solutions.
- Collaborated on IoT product business plan and marketing strategy for the annual intern competition.

San Diego Padres and Gulls Marketing and Sales Consultant

- Conducted marketing research to provide recommendations.
- Contributed to group ticket sales of over \$2,800 in revenue.

San Diego, CA

2016

Riverbed Technology

User Experience Design Internship

San Francisco, CA

Summer 2015

- Learned user experience (UX) design process.
- Designed user-management web pages to improve end-user experience.
- Developed collaboration, design, active listening, and goal setting skills.

OnMyBlock

USD Campus Founder

San Diego, CA

2014-2015

- Marketed and promoted OnMyBlock to the USD community.
- Coordinated on a weekly cadence with the USD team to plan and execute marketing events.

The Links Golf Course

Sales Associate

Highlands Ranch, CO

Summer 2014

- Developed excellent sales, team work, and customer service skills.
- Responsible for daily reconciliation of cash register of \$1,000 average sales per day.

LEADERSHIP EXPERIENCE

USD Alpha Delta Pi

Membership Education Vice President

2014-Present

2016

USD Preceptorial Assistant

Preceptorial Assistant Council Member

2014-Present

2016

Rotary Youth Leadership Award (RYLA) Conference

Head Counselor

2013-2014

Coordinated RYLA conference activities, speakers, and worked with Board Members to run weeklong leadership conference.
Lead team of 48 counselors and 255 conferees in yearlong preparations.

SKILLS AND ACTIVITIES

Certified Microsoft Office Specialist in Word, PowerPoint, Excel, and SPSS.

Maintained a Word Press blog and promoted it on Facebook/Twitter for 5 months while studying abroad.

Presented at International Conference, De Re Mediteraneana

2015

International Leadership Association Case Study Competition

2014

Classical Pianist

2000-Present