

EDUCATION

Bachelor of Science in Business Administration, *Marketing*

December 2013

University of Central Missouri (UCM), Warrensburg, Missouri

Harmon College of Business Administration and Professional Studies (AACSB)

GPA: 3.75/4.00

RELATED EXPERIENCE

***Corporate Marketing Intern*, Hy-Vee, West Des Moines, Iowa**

Summer 2013

- Developed marketing communications plans for annual flu shot season & current Fuel Saver program
- Conducted in-depth marketing secondary research on many topics including but not limited to social media platforms, consumer grocery shopping habits, and television viewing trends
- Created graphs based on research data for Adobe Keynote presentations to be used by company executives

***Marketing Assistant Intern*, Huber & Associates, Jefferson City, Missouri**

Summer 2012

- Designed and facilitated marketing campaigns for IT managed services targeting Missouri and Kansas business owners in multiple vertical markets including law enforcement agencies and attorneys
- Organized simultaneous business-to-business marketing campaigns including direct mail and promotional aspects
- Researched marketing techniques for attorneys
- Developed and implemented a trade show booth at the 2012 Missouri Bar Solo and Small Law Firm Conference

***President/ Vice President of Speakers & Programs*, American Marketing Association- UCM Chapter**

April 2012-present

- Organized & planned two successful memberships drives, each raising membership by 25%
- Maintained the chapter's social media platform
- Participated in multiple marketing brainstorm and planning sessions
- Hosted and organized multiple speakers on campus to talk with students about career advice and the marketing field
- Member of American Marketing Association of Kansas City and American Advertising Federation of Kansas City

***President/ Public Relations Coordinator*, UCM Breakers**

August 2011-April 2013

- Led a group of 30 participants on a spring break trip to Fort Smith, Arkansas to serve with Habitat for Humanity
- Organized multiple fundraisers to cover total expenses for the trip, resulting in the group raising \$1,000 beyond the bottom line including annual spaghetti dinner and silent auction, garage sale and candle sales
- Managed the organization's marketing communications including social media and print advertisements on campus and in surrounding Warrensburg community

Other Leadership Roles

- Vice President/Pep Rally Chair, Homecoming Leadership Committee
- 'Putting Roofs Over People' Philanthropic 5K Project Leader
- Publicity Chair, MLK Service Day Committee
- UCM Impact Facilitator
- UCM Alumni Ambassador
- Orientation/Week of Welcome Leader

WORK EXPERIENCE

***Student Worker*, UCM Student Recreation and Wellness Center, Warrensburg, Missouri**

August 2012-present

***Seasonal Sales Associate*, Bath and Body Works, Jefferson City, Missouri**

November 2010-present

***General Merchandise Clerk*, Hy-Vee, Jefferson City, Missouri**

September 2007-March 2013

HONORS & AWARDS

- Dean's List
- UCM Honors College
- Outstanding Leadership & Service Award
- Beta Gamma Sigma Business Honor Society
- Learning to Greater Degree Award Nominee
- AMA Outstanding Marketing Student Award
- AMA Marketing Leader Award
- Larry Haase Scholarship Recipient
- UCM Red & Black Scholarship Recipient