

ERIN MCGUIRE

HOME ADDRESS

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CAMPUS ADDRESS

310 Ryan Hall
Notre Dame, IN 46556

EDUCATION

University of Notre Dame, Notre Dame, IN

Bachelor of Business Administration in Marketing, Mendoza College of Business
Minor in Collaborative Innovation

May 2019

GPA 3.4 / Major GPA 4.0

INTERNSHIPS

Lands' End Dodgeville, WI

May-August 2018

Merchandising Intern

- Supported merchandising responsibilities such as creating an assortment, both in a direct and retail environment.
- Worked with merchants and assistants to implement new processes to maximize efficiency for retail.
- Evaluated the Lands' End Home Division and presented strategies to dramatically grow business as a team leader for culminating project

Elite Sourcing and Logistics Denver, CO

May-August 2017

Intern

- Rotated between operations, logistics, and other roles at a fulfillment company.
- Projects included preparing a detailed analysis of waste; checking for quality, accurate counts and inventory control on product received from outside vendors; and examining the results of a DiSC personality profile as it relates to leadership and working in teams.

Boys and Girls Club Tampa, FL

Summer 2014

Bank of America Student Leader

- Performed duties in all areas of operations including supervising groups of children and juggling clerical responsibilities.
- Gained experience in the background functions of a nonprofit organization and worked in the local headquarters of the Boys and Girls Club.
- Attended Student Leader Summit in Washington DC with other Student Leaders.

MARKETING/EVENT MANAGEMENT

Club Sports Program Assistant Notre Dame, IN

September 2016-Present

Student RecSports Employee

- Supervised Club Sports practices and competitions. Performed administrative duties to include club roster checks, data input, processing of forms, initiating medical care, and assisting in Club Sport program marketing and communications.

Notre Dame Athletics Notre Dame, IN

May 2017-May 2018

Marketing Event Staff Student Intern

- Implemented marketing strategies to increase engagement at Notre Dame home sporting events including promotions, halftime activities, and special events.

SIBC Vera Bradley Travel Team Notre Dame, IN

Fall 2016

Selected Team Member

- Collaborated with 6 team members to develop and present strategies for marketing to millennials at company headquarters.
- Researched millennial trends and surveyed Notre Dame students about recommended marketing strategy, including designs for Buzzfeed pages and other viral marketing techniques.

RELEVANT EXPERIENCE

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| • Resident Assistant, Ryan Hall, Present | • Research and Data Entry Student Employee Notre Dame |
| • Residence Life Board Member, 2016-2017 | Law School (Sept. 2016-May 2017) |
| • Mendoza Chair Junior Parents Weekend, 2018 | • Shamrock Leadership Series Participant, 2017 |

SKILLS

Language: Intermediate level of Spanish competency

Cross-Cultural: Lived in Italy for 3 years, Chile for 1.5 years, and Germany for 2 years

Technical: Proficient in Microsoft Word, PowerPoint, Excel, Salesforce