

# NOAH SIEG

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## Education

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**B.A. in History, Minor in Marketing** | University of North Florida, Jacksonville, FL | *May 2022*

- Relevant Coursework: Digital Marketing Strategy, Marketing Research Information, Integrated Marketing Communications Management, Introduction to Marketing Analytics, Advertising Management, Consumer Behavior

## Work Experience

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**Retail Sales Associate** | J. Crew Factory Store, Lutz, FL | *October 2022 – May 2023*

- Exclusively sold \$34,000 worth of merchandise.
- Averaged an individual sales rate of \$100/hour.
- Utilized proper selling techniques and extensive product knowledge to provide the best possible customer service.
- Assisted in the training of two new associates.

**Programming Assistant** | University of North Florida, Jacksonville, FL | *August 2021 - May 2022*

- Planned and oversaw the production of monthly video game tournaments for students.
- Conducted market research to determine the interests of the targeted audience.
- Assisted with weekly on-campus market events and resolved any on-site issues.
- Coordinated with vendors and marketing team to achieve established goals.
- Maintained weekly and monthly vendor membership.
- Collected vendor fees and issued paid receipts.

**Student Union Operations Assistant** | University of North Florida, Jacksonville, FL | *September 2020 - May 2022*

- Managed game room equipment in student union and maintained customer records and inventory information.
- Resolved customer issues and serviced individuals based on their needs and preferences.
- Served as the primary point of contact for information regarding student union services and campus activities.

## Skills

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- Event Planning and Coordination
- Customer Service
- Technical Writing
- Research and Analysis
- Exceptional Adaptability
- Microsoft Office Proficiency
- Foundational HTML & CSS Comprehension
- GitHub, VSCode