

# 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 - Current*

- Exclusively sold \$19,200 worth of merchandise over a three-month period.
- 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