

Hunter Cay Wieder

Tallahassee, FL
(305) 496-4158 | hcw14c@my.fsu.edu

EDUCATION

FLORIDA STATE UNIVERSITY, TALLAHASSEE, FL

May 2020

Master of Business Administration (Concentration: Marketing/ Supply Chain Management)

GPA: 3.74

FLORIDA STATE UNIVERSITY, TALLAHASSEE, FL

December 2018

Bachelor of Science in Business Management and Entrepreneurship

GPA: 3.4

EXPERIENCE

Florida State University Athletics—Women's Basketball Team, Tallahassee, FL

Marketing Consultant

June 2019 - Present

- Developed and implemented marketing plan that led to new season ticket sales increase of 171% year over year.
- Analyzed historical data from previous seasons in order to determine future marketing strategies.
- Performed strategic analysis of team's marketing and advertising day-to-day functions in order to raise brand awareness in local community.

NC State Grand Business Challenge 2020—Case Competition Team, Tallahassee, FL

Finalist

October 2019 – February 2020

- The NC State Grand Business Challenge offers MBA students exposure and insight into real-world business challenges specifically in the realm of cybersecurity and IT within the pharmaceutical industry.
- Created three deliverables in the span of 48 hours to consult with Merck on their spin off company for generic drugs.
- Placed second overall in the competition out of 9 teams, beating out universities from around the globe.

Career Center at Florida State University, Tallahassee, FL

Mock Interview Mentor

May 2018 - December 2018

- Executed 5-7 tailored mock interviews per week for undergraduate and graduate students, and recent alumni utilizing multiple technology systems.
- Provided feedback based on interview responses and provided resources for improvement.
- Assisted employers and recruiters during guest employer mock interviews

Dance Marathon at Florida State University, Tallahassee, FL

Finance Coordinator

May 2017 - March 2018

- Tracked and monitored \$2.1M in donations fundraised for Children's Miracle Network through Microsoft Excel.
- Achieved 17.5% growth over previous year, an increase of \$322,000 in overall revenues.
- Consult delegates of fundraising groups to assist them in reaching their fundraising goals.
- Formulate new and efficient methods of tracking to provide constructive fundraising analysis.

ALDI US, Miami, FL

District Manager Intern

June 2017 - August 2017

- Interviewed over 1,000 applicants for store associate, shift manager & store manager positions.
- Hired employees and led the sections of their New Hire Orientation.
- Conducted thorough store evaluations, inventories, and audits in assigned district on a bi-weekly basis.
- Researched customer demographics and presented products to the Vice President, Directors of Operations, and District Managers in the Division outlining the benefits of including the selected items into their product mix.

INVOLVEMENT

- **Vice President**; Master of Business Administration Association May 2019- Present
- **Dancer, Captain, Coordinator, and Alumni**; Dance Marathon at FSU September 2015- Present
- **New Member Development**; Alpha Kappa Psi—Professional Business Fraternity November 2016- December 2018
- **Member**; Kappa Kappa Gamma Sorority August 2015- December 2018