

Irene Pearl Bosiy

irenepearl2001@gmail.com | 224-619-5739 | linkedin.com/in/irenepearlbosiy

EDUCATION

<i>Illinois State University</i>	Normal, IL
Bachelor of Science in Integrated Marketing Communications and Advanced Marketing Analytics	May 2024
Minor in Psychology	GPA: 3.8/4.0
Awards: Outstanding Junior in Integrated Marketing Communications Award	Dean's List

PROFESSIONAL EXPERIENCE

<i>TikTok</i>	Chicago, IL
Global Business Solutions Sales Intern	May 2023 - August 2023
<ul style="list-style-type: none">Developed pitch deck featuring tailored RFPs showcasing TikTok platform's value proposition, enhancing client engagementCurated external reports for clients, providing personalized valuable industry based insights and targeted marketing strategiesPerformed weekly internal competitor analysis for key accounts, delivering insights that informed strategic decision makingCohosted an immersion day for Ulta Beauty, executing a client event that fostered collaboration and relationship building	
<i>Von Maur</i>	Lombard, IL
Store Management Intern	June 2022 - August 2022
<ul style="list-style-type: none">Excelled hourly goal by over \$150 utilizing various visual merchandising and sales techniques increasing shopping fluidityManaged 7 departmental counters to market Chanel, Estée Lauder, Bobbi Brown, Clinique, Laura Mercier, Clarins productsCompleted social media project, implementing promotion tactics to lead an increase of following traffic on InstagramCreated Summer Glow Event promoting summer make up looks based on daily makeover experiences and customer rapport	
<i>Illinois State University</i>	Normal, IL
Undergraduate Teaching Assistant	January 2022 - May 2022
<ul style="list-style-type: none">Assisted professor with the grading of student activities and assignments through the ReggieNet online platformLead academic material-based discussion groups weekly with over approximately 100 studentsEstablished a couple lesson plans at the end of the semester in preparation for a classroom lectureCreated several multiple-choice questions to be incorporated into the unit exams and chapter quizzes	
<i>Greek House Apparel</i>	Remote
Marketing & Sales Intern	May 2021 - August 2021
<ul style="list-style-type: none">Reached out to over 100 leads and prospects to drive sales, onboarding many customers totaling over \$5,000 in salesBuilt relationships with potential, existing, and past customersUtilized Greek House's CRM and digital marketing tools to drive sales, manage leads, and oversee customer ordersPromoted Greek House through company social media accounts	
<i>Justice Wristbands</i>	Normal, IL
Co-Founder, Vice President of Marketing	Feb 2021 - April 2021
<ul style="list-style-type: none">Founded and developed a start-up company with 11 students to enhance entrepreneurship and business skillsGenerated \$750 in sales over 2 months to achieve our goal of raising money for the International Justice MissionOperated as customer service liaison to benefit clientele and increase sales through marketing and sales campaignWorked alongside 4 other executive board members to delegate tasks and ensure maintenance of business operations	

ORGANIZATIONS & ACTIVITIES

<i>Professional Business Fraternity, Alpha Kappa Psi</i>	Normal, IL
Vice President of Marketing	Feb 2021 - April 2021
<ul style="list-style-type: none">Delegated tasks to 4 marketing committee members relating to development of marketing collateralLed marketing campaign initiatives like several Instagram giveaways to increase company recognitionAdapted marketing operations to better accommodate the business environment during the pandemic	
<i>Business Week, ISU College of Business</i>	Normal, IL
Mentor Program Coordinator	August 2021 - Dec 2021
<ul style="list-style-type: none">Designed and executed a professional development program to benefit mentors and menteesInterviewed, selected, and trained a group of qualified participants for the Business Week ProgramWorked in a team of 3 Assistant Mentor Program Coordinators while delegating tasks and setting deadlines	
<i>National Sorority, Sigma Sigma Sigma</i>	Normal, IL
Apparel Chairwoman	Jan 2021 - Jan 2022
<ul style="list-style-type: none">Produced original designs and tracked current and emerging fashion trends to keep apparel new and stylishCreated and distributed 150 orders while managing budgets for membersNetworked with various companies to fill apparel orders	
<i>Women In Business</i>	Normal, IL
Mentor	August 2021 - Present
<ul style="list-style-type: none">Assist mentee in developing and strengthening core business skills including networking and professional skillsSchedule regular meetings with mentee to aid in creating an effective and quality resume and LinkedInLearned about the importance of women in the workplace while exercising the ability to communicate ideas effectively	