

Marita H. Blake

marita.blake@colorado.edu || [LinkedIn](#) || [Writing Portfolio](#)

EDUCATION:

University of Colorado Boulder, Boulder, CO

Expected graduation: May 2023

Leeds School of Business - *B.S. in Business Administration, Emphasis in Operations Management and Marketing*

College of Engineering and Applied Science - *Minor in Creative Technology and Design*

WORK EXPERIENCE:

Pentel, Remote - *Pentel Student Ambassador*

January 2022 - present

- Handles the planning, day-of, and recap operations for 2 large-scale events, interacting with 250+ students, drumming up excitement about the products and the competitions
- Plans, coordinates, and creates giveaway bags for students who show interest while tabling, increasing awareness of the brand on campus
- Earned #2 spot on campaign submissions across 30+ universities – increasing awareness of the Pentel ambassadorship program as a whole

Her Campus Media, Remote - *Campus Community Management Intern*

October 2021 - present

- Manages the weekly and monthly audit of 3-6 social media accounts per chapter, allowing for end-of-semester ranking of the chapters, increasing motivation to perform throughout the semester
- Collaborates directly with senior associates to brainstorm and develop 7 projects for semesterly implementation, resulting in clearer communication with chapters, more opportunities to earn points, and easier ways to improve their chapters
- Assists in chapter operations, mentoring chapters to effectively pitch, write, and publish articles in an easy-to-understand format

LEADERSHIP AND ACTIVITIES:

Her Campus CU Boulder, Boulder, CO - *Events and Management Director*

January 2021 - present

- Implements 15 creative and engaging events per semester for 75+ chapter members, improving member retention, and quality of community
- Creates comprehensive knowledge for guidelines, how-to's and FAQ's to mentor, train, and teach the entirety of the executive board, as well as chapter members
- Sets up partnerships with local companies like Bobo's Oat Bars, Whole Sol, Bhakti Chai, Mount Inspiration from across the Boulder community, increasing the awareness of HCCU and the connection between us and the community
- Creates an ongoing partnership with a domestic violence shelter in Boulder County, assisting with daily operations by gathering volunteers, organizing, increasing visibility for the organization

SKILLS:

- **Operational:** Event planning, layout analysis, risk analysis, problem solving, time management
- **Technical:** Microsoft Excel, Google Suite, AP Style, WordPress, SEO, Photoshop, Canva, HTML, CSS, JavaScript
- **Marketing:** MailChimp, WuFoo, Typeform, Google Analytics, Instagram, Twitter, TikTok, Facebook, LinkedIn