

# Marita H. Blake

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## 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

### Mount Inspiration, Boulder, CO - *Assistant Manager*

June 2021 - October 2021

- Managed 3 national brick-and-mortar and online sustainable clothing store operations with high attention-to-detail, such as current stock, incoming product, outgoing shipping, and production
- Differentiated kinds of products, such as made-to-stock, made-to-order, and made-to-assemble within the store, decreasing time needed to sell each kind of product
- Researched sustainable suppliers weekly, looking at their mission statements, water usage, goals, and B-Corp certifications

### 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 8 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 Chapter, 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:

- **Managerial:** Event Planning, Layout Analysis, Risk Analysis, Project Management, Time Management, Team Education & Management, Analytics & Reporting
- **Fashion:** Trend Forecasting, Sustainability Analysis, Fashion Journalism, Couture Knowledge, Digital Marketplace Analysis, Sustainable Fashion Supply Chain Technologies
- **Marketing:** MailChimp, WuFoo, Typeform, Google Analytics, Instagram, Twitter, TikTok, Facebook, LinkedIn
- **Technical:** Microsoft & Google Suites, AP Style, WordPress, SEO, Photoshop, Canva, HTML, CSS, JavaScript