

TAYLOR WILLIAMS

Recent Graduate - Business Administration

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EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Portland State University *2021 - 2025* GPA: 3.7/4.0 * Dean's List: 6 semesters * Concentration: Marketing

RELEVANT COURSES

- Principles of Marketing
- Business Communication
- Financial Accounting
- Business Ethics
- Digital Marketing Strategies
- Management Information Systems

SKILLS

- Microsoft Office (Word, Excel, PowerPoint)
- Social Media Management
- Basic HTML and CSS
- Public Speaking
- Customer Service
- Google Analytics (Basic)

EXPERIENCE

MARKETING INTERN

Local Startup, Portland, OR *January 2025 - March 2025* * Helped create social media content * Researched competitors * Assisted with email newsletter creation * Organized digital marketing files * Attended team meetings and took notes

CAMPUS BRAND AMBASSADOR

Tech Company, Portland, OR *September 2023 - December 2024* * Promoted products on campus * Organized 5 promotional events * Created social media content * Distributed promotional materials * Reported weekly engagement metrics

RETAIL ASSOCIATE

Fashion Retailer, Portland, OR *June 2022 - August 2023* * Provided customer service * Managed inventory * Operated POS system * Maintained store displays * Processed returns and exchanges

ACTIVITIES

- Business Student Association, Member
- Marketing Club, Secretary
- Volunteer, Local Food Bank (Monthly)

PROJECTS

MARKETING CAMPAIGN PROJECT

Spring 2024 * Created a complete marketing plan for a local business * Developed budget, timeline, and promotional materials * Presented strategy to business owner and class

REFERENCES

Available upon request