

ANNA MARIE CHURCH

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EDUCATION

The University of North Carolina at Greensboro

Master of Business Administration, GPA: 3.66 [4.0 scale]

Expected Graduation: May 2014

- **Awarded Graduate Assistantship:** Assist Professor and Department Head of Management with various research projects, data entry, bookkeeping and account reconciliation for a leading academic association (Fall 2012 – Present)

Bachelor of Science in Marketing, Minor in Media Studies

May 2010

- **Awards:** Bryan Outstanding Undergraduate Student Award (May 2010)
- **Study Abroad:** Deakin University, Melbourne, Australia (Fall 2007)

MARKETING AND BUSINESS CONSULTING EXPERIENCE

Capstone Consulting Project, Client: Anomaly Squared, Greensboro, NC

January 2014 – Present

Consulting Team Member

- Analyze business environment to select vertical in which to expand the firm's lead generation/qualification services
- Propose vertical selection and marketing strategy for website to CEO and Director of Business Development

Sports Endeavors, Inc., Hillsborough, NC

October 2013 – December 2013

Business Development Intern

- Managed market research project involving in-depth online and field research for a classified business segment
- Compiled data using Excel to build a comprehensive competitor analysis
- Presented findings and recommended market strategy to the business unit and senior executives

adidas North America, Portland, OR

June 2013 – August 2013

Retail Marketing Intern - Soccer

- Planned and coordinated fixture and graphic installations for new campaigns and product launches in retail environments
 - MLS All-Star Game, Kansas City, MO
 - International Champions Cup
- Created a manual for third party visual merchandisers and sales associates to be used in soccer specialty stores
- Gathered and compiled sales data for all adidas soccer specialty and sporting goods stores and utilized the MS MapPoint software to illustrate the landscape of the U.S. retail market

STA Travel, Melbourne, Australia

July 2007 – November 2007

Marketing Research Assistant

- Developed questionnaire regarding website navigation, interviewed students, and summarized findings

ADDITIONAL EXPERIENCE

Fleet Feet Sports, Winston-Salem, NC

March 2012 – August 2012

Communications Assistant & Sales Associate

- Prepared monthly e-newsletters using Constant Contact and sent to over 20,000 customers

World Relief International, High Point, NC

December 2010 – October 2011

Anti-Human Trafficking Program Director

- Managed relationships with service providers, fundraising partners, and community volunteers,
 - Spoke at *Visualizing Human Rights Conference*, UNC Chapel Hill
- Managed client budgets, prepared financial records and client files for grant reporting
- Served as liaison with law enforcement and immigration attorneys

COMMUNITY & UNIVERSITY INVOLVEMENT

UNCG Intramural Sports: Soccer, Indoor and Sand Volleyball (Captain)

August 2012 – December 2013

Half Marathon (1:59:47): Raleigh City of Oaks Race, Rex Healthcare Foundation & YMCA

November 2013

5K: 29th Annual Mistletoe Run, YMCA

December 2011

Mission Trip: Managua, Nicaragua, Central Community Church

August 2009

SKILLS

Computer: MS Suite (Word, PowerPoint, Excel, Outlook), Mac OSX, MapPoint, Wordpress, Basic HTML, Google Analytics

Language: Conversational Spanish