

Rebecca Potje

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EDUCATION: University of Missouri- Columbia

Bachelor of Science: Textile and Apparel Management

Track: *Apparel Marketing and Merchandising*

Minor: Business Administration

Certificate: Information Systems

Anticipated Graduation Date: May 2022

Cumulative GPA: 3.9/4.0

Dean's List: 6/6 semesters

RELEVANT COURSEWORK

Fashion Scholarship Fund, 2020 and 2021

- Submitted a case study that involved creating a launch strategy, creative marketing campaign, profit and loss statement, and an assortment plan

Retail Math

- Completed financial and assortment planning through Microsoft Excel

Information Technology

- Introduction to programming concepts, paradigms, and database systems using Python, C#, and SQL

EXPERIENCE

Business Analyst/ IT Project Management Intern, Hallmark Cards

May 2021-August 2021

- Gathered business requirements from key stakeholders to understand architecture of projects
- Collected and provided information to prioritize projects in corporate small effort initiatives
- Audited business process requirements to solution deliverables to ensure cohesive alignment through project landscape

Sales Associate, Plato's Closet

June 2017- January 2019; June 2020 – January 2021

- Recognized by leadership for providing individualized shopping experiences based on customer needs
- Merchandised sales floor by creating on-trend and compelling displays to increase visibility of products

Sales Associate, Glik's

May 2019 - January 2020

- Earned the Smile Award for excellence in customer service in Summer 2019
- Consistently achieved highest sales results including regional top five seller of sixteen stores during the week of December 16-22, 2019 and remained in top ten percent of sales in Summer 2019

INVOLVEMENT

Student Ambassador, National Retail Federation (NRF) Foundation

January 2021- Present

- Building the presence of and student participation in the NRFSA on Mizzou's campus
- Curating events and social media posts (@nrfsa_miz) that describe the NRF Foundation programs accurately

President & Treasurer, Association of Textile and Apparel Management

August 2018 - Present

- Plan and preside at monthly meetings, schedule guest speakers
- Managed funds and financial plans for networking trip

Athletic Chair, Little Sisters of the Gold Rose: Service Sorority

August 2018 - Present

- Volunteered 53 hours in service to others in area communities

AWARDS

Black & Gold Scholarship
Dorothy Johnson Scholarship
Saville Family Scholarship

Quail Club Scholarship
Sharon Stevens Scholarship
Martha Jo Martin Scholarship

Campbell-Harrison Scholarship