

# SAVANNA DUBELL

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## EDUCATION

### University of Utah, David Eccles School of Business

*Bachelor of Science in Marketing*

**Salt Lake City, UT**

*August 2015 - May 2019*

#### Honors:

- GPA: 4.0 Major; 3.98 Cumulative, Summa Cum Laude
- Dean's List (2015 - Present); New University Scholars Placement (2015 - Present)
- Entrepreneurship Certificate: a curriculum completion to gain an entrepreneurial mindset
- Web Development Technical Degree: Full stack coding curriculum (HTML, CSS, JavaScript, JQuery, Node, SQL)

#### Relevant Coursework:

- Advertising Management, International Marketing, Marketing Management, Marketing Research
- Other: Accounting, Finance, Business Law, Creative Advertising, Information Systems, Statistics, Strategy

## EXPERIENCE

### Huntsman Cancer Foundation

*Marketing and Events Intern*

**Salt Lake City, UT**

*May 2017 - Present*

- Conduct analytics on donor's activity through coding information on Engaging Networks platform
- Established a value plan, coordinate committee members, and managed the virtual items for the 2018 auction
- Helped create a campaign resulting in a 38% click rate increase and a 21% increase in donations obtained
- Worked with department supervisor to execute the logistics for two golf tournaments with over 300 attendees

### Foothill Village Sports Den

*Buyer's Assistant and Sales Associate*

**Salt Lake City, UT**

*November 2013 - May 2019*

- Create, maintain, and receive virtual product information into purchase orders, invoices, and e-commerce
- Enthusiastically initiate conversations with customers to determine buying preferences and established relationships with each customer
- Manage several customer activation and loyalty programs which proved a 15% increase in revenue in 2018

### Steve Dubell Construction Group

*Accounts Receivable Clerk and Office Manager*

**Salt Lake City, UT**

*December 2012 - January 2019*

- Created and implemented new financial systems, procedures, and policies to streamline the A/R process
- Maintained A/R records, and processed payments in order to respond to customer inquiries efficiently
- Utilized various financial modeling, spreadsheet, and database programs to access and interpret revenues, expenditures, and fiscal trends

### Two Harbors Trading

*Graphic Design and Media Intern*

**Carlsbad, CA**

*June 2015 - August 2015*

- Designed graphics for illustrations, company logos, and internet website material
- Contributed to the development and implementation of strategic of social media campaigns

## ACTIVITIES

### American Marketing Association (AMA), University of Utah Collegiate Chapter

*President*

**Salt Lake City, UT**

*August 2018 - Present*

- Manage relationships and interactions with top marketing professionals and executives from various industries
- Coordinate logistics of the speaker of the presentation series for the Utah collegiate AMA chapter

### Chi Omega Fraternity, Xi Alpha Chapter (University of Utah)

*Executive President, Treasurer, and Member*

**Salt Lake City, UT**

*September 2015 - Present*

- Oversee the chapter's judicial and disciplinary system, with stewardship over 155 active members
- Managed the chapter budget, troubleshooted problematic issues, presented conflict resolutions, and revitalized operational procedures
- Work with members, university advisors, and national headquarters to improve the membership experience
- Awarded 2018-2019 Panhellenic President of the Year, out of six Panhellenic Presidents in the Greek Community

### University of Utah ASUU

*First Year Council Member*

**Salt Lake City, UT**

*August 2015 - June 2016*

- Led analysis, organization, and execution of various projects and administrative logistics for over ten events

## ADDITIONAL SKILLS

- Expert in Microsoft Office, with a focus on Excel
- Expert in Adobe Creative Suite, with a focus on Adobe Illustrator
- Trained in Google Analytics
- Skilled in CSS, HTML, Tableau, and Javascript