

BECKY BUSINESS

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985-111-1111

EDUCATION

Southeastern Louisiana University (SLU)

Hammond, LA

Bachelor of Arts in Marketing; Spanish minor

May 2021

Major GPA: 3.50/4.00; Overall GPA: 3.65/4.00

RELEVANT EXPERIENCE

Marketing Intern

Baton Rouge, LA

Louisiana Department of Labor

May 2019 - July 2019

- Screened over 40 applicants per day for appropriate job qualifications
- Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries

Chairman of Advertising/Public Relations

Baton Rouge, LA

American Red Cross, Fundraising Committee

January 2019 - May 2019

- Coordinated and supervised a 6-member committee and maximized committee potential by delegating to members' strengths
- Provided personal outreach to various media outlets which led to first-time coverage from 4 outlets
- Wrote press releases and secured media publicity through radio, paper, and internet sources

RELEVANT PROJECT EXPERIENCE

Social Media and Digital Marketing, SLU

Hammond, LA

Group Project

January 2020 – March 2020

- Joined a 5-person team tasked with developing an action plan for addressing marketing strategies for a particular Fortune 500 company
- Researched client needs and developed a solutions-based layout to best suit functionality requirements
- Served as project leader by organizing team meetings, tracking progress, and providing a forum for discussion

CUSTOMER SERVICE EXPERIENCE

Server

Hammond, LA

Olive Garden

August 2018 - Present

- Provide excellent customer service to 50+ patrons per shift in a fast-paced, time-intense environment
- Demonstrate keen attention to detail by managing financial transactions totaling up to \$2,000
- Train 5+ new employees each month on business operations and offer constructive feedback
- Successfully and consistently upsell desserts, appetizers, and special promotions; won upselling contest 4 times

Assistant Store Manager

Baton Rouge, LA

The Body Shop

August 2017 - December 2017

- Exceeded \$2,500 weekly sales quota by 10% and targeted customer behavior to increase sales
- Handled amounts exceeding \$5,000 daily while maintaining accurate balances and deposits
- Regularly assigned and supervised duties of 6 employees
- Conducted opening and closing procedures such as product inventory, store cleaning, and accessing multiple security systems
- Exemplified reliability and punctuality by completing all assigned tasks in a timely manner

HONORS & AWARDS

HOPE Scholarship Recipient, Presidential Scholar, Dean's List, Fall 2018-Fall 2020

CAMPUS & COMMUNITY INVOLVEMENT

Southeastern Marketing Association, member

August 2018 - Present

Habitat for Humanity, Volunteer

July 2018 - August 2019

Southeastern Running Club, member

July 2017 - January 2018

SKILLS

Language: Conversational Spanish, skilled in written Spanish

Technical: Proficient in Bloomberg Terminal, Microsoft Office Suite, Basic knowledge of Microsoft Access