

Margaret Marketing

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SUMMARY

Highly motivated, respected and creative marketing professional with honors in Business from Berry College, hands-on experience in the marketing industry

EDUCATION

Berry College, Mount Berry, Georgia, Anticipated graduation May 2019

Bachelor of Science, Marketing Major, Web Development Minor, GPA: 3.82/4.00

DESIGN SOFTWARE

Adobe Photoshop, Illustrator, Dreamweaver, and Swift Publisher

INTERNSHIP EXPERIENCE

Cartridge World, Rome, Georgia

Marketing, Sales, and Advertising Intern, September 2016 – May 2017

- Created signage, e-mail campaigns, online promotions, company presentation, radio ads, and social media
- Made frequent cold-calls companies in the Rome community and surrounding areas
- Distributed marketing materials and assisted in sales meetings

WORK EXPERIENCE

Berry College Campbell School of Business, Mount Berry, Georgia

Supervisor and Office Assistant, January 2016 – Present

- Research and compile data under the graduate school program two to three times a week
- Organize data in Microsoft Excel for the department on a weekly basis
- Lead three student workers by delegating tasks and managing work schedules
- Assemble PowerPoint presentations for the Marketing Research/Analysis class to use as teaching aids

Talbots, Atlanta, Georgia

Sales Support Associate, May 2017– August 2017

- Provided sales floor support and upheld service standards when engaging/interacting with customers
- Collaborated with customers to create outfits for comfort and style with a 40% sale closing ratio
- Communicated store information, brand initiatives, discrepancies and other pertinent information proactively to management to better enhance customer experience
- Managed inventory according to policies and procedures including customer sends, recalls, re-tickets, MOS and damages, and other operational activities as assigned

Berry College Alumni Office, Mount Berry, Georgia

Fund Raiser, August 2015 – January 2016

- Contacted alumni through phone and email to promote school and provide campus updates
- Organized paperwork and updated filing system of alumni giving

ACTIVITIES

Berry College International Club, Head of Marketing and PR, January 2016 – Present

Berry College Sales Club, Member and Competitor, August 2016 – Present

Women's Golf Team, Captain, August 2015 – Present

Campus Outreach, Member and Bible Study leader, September 2015 – Present