

Marketing major graduating with honors in May 2018 seeking market research position utilizing my experience with promotional events and focus group facilitation as well as my skills in data analysis, written communication, and cross-cultural sensitivity.

Qualifications Summary

Data analysis experience	Public speaking	Advanced Excel skills
Group facilitation skills	Event planning	Microsoft PowerPoint
Report writing	Leadership experience	SPSS

Education

Bachelor of Business Administration in Marketing May 2019
Lewis Honors College/Gatton College of Business and Economics GPA: 3.8
University of Kentucky, Lexington KY

Study & Internship Abroad: Dublin, Ireland with Arcadia University Summer 2018
Courses: Cross Cultural Marketing, Work in Thought and Action
Internship: Market Research Intern for Crader Communications Group

Experience

Market Research Intern Summer 2018
Crader Communications Group Dublin, Ireland

- Provided leadership on market research projects for regional advertising and marketing firm primarily serving clients in the manufacturing industry
- Led 10 focus groups with consumers regarding new product launch utilizing objective facilitation skills
- Summarized focus group feedback in summary report form for client review
- Analyzed market research survey data and summarized trends for over 1,000 client reports
- Consistently met deadlines and received excellent evaluation from internship supervisor

Promotions Assistant August 2017 – May 2018
S&L Marketing Lexington, KY

- Sold and promoted food and beverage products at various athletic events in the Lexington area
- Planned 15 promotion events by gaining clearances from venues, designing set up, and staffing events
- Consistently surpassed goals identified for number of consumer contacts collected at events

Sales Associate Summer 2017
Best Buy Louisville, KY

- Provided excellent customer service while processing merchandise returns and complaints
- Established positive relationships with customers and made suggestions for purchases
- Effectively answered technical answers regarding computer and mobile products

Involvement

- Ambassador student leadership position with the Gatton College of Business and Economics
- Vice President for American Marketing Association UK chapter
- Volunteer tutor for elementary after school literacy program