

STUDENT SAMPLE

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EDUCATION

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

Master of Business Administration

Jun. 2023

Marketing Concentration

GPA 3.58/4.00

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

Bachelor of Science, Business Administration

Jun. 2019

GPA 3.52/4.00 - Honors Program

PROFESSIONAL EXPERIENCE

CONSUMER PRODUCTS, INC.

Buffalo, NY

Marketing Intern

May 2022-Dec. 2022

- Maintained the department tracking report for more than 50 product lines
- Compiled monthly data to form competitive intelligence analysis reports and stated their findings in order to assist executives in making decisions
- Analyzed sales data with Excel; created charts and graphs to be presented to Senior Vice Presidents
- Supported various internal departments on ad hoc project assignments

VANGUARD RESIDENTIAL BUILDERS INC.

Amherst, NY

Assistant Supervisor

Dec. 2018-Aug. 2021

- Organized labor and office activities focused on residential custom home builds
- Developed procedures for estimating, scheduling, and new product selection during pre-build planning phase
- Coordinated independent contractors and allocated resources effectively
- Created a system in Excel for scheduling new project builds; drastically increased project efficiency

UNIVERSITY AT BUFFALO, STUDENT ASSOCIATION

Buffalo, NY

Associate Promotional Manager

Aug. 2017-Nov. 2018

- Promoted school functions to more than 40,000 students through use of effective email communication
 - Collaborated with staff to develop marketing strategies aimed at increasing student involvement in campus activities, attendance at sporting events, and decreasing student apathy
 - Coordinated club fairs involving more than 120 clubs across campus, extending reach and visibility of positive club activities across campus
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SKILLS

Microsoft Office (Advanced Excel-data modeling, Word, PowerPoint, Publisher, Access), Canva, Google Analytics

LEADERSHIP EXPERIENCE

President, UB MARKETING ASSOCIATION

Aug. 2022-May 2023

- Led a club of 40 members focused on building marketing knowledge and understanding marketing careers
- Collaborated with executive board on strategy of club growth, opportunities and mission
- Analyzed historical data on expenditures and revenue; formulated new priority-based budgeting system

Consultant, UB MBA CONSULTING GROUP

Jan. 2022-May 2023

- Developed marketing strategy for local nonprofit organization
- Calculated and investigated previous cost to develop and work within a budget to plan events

Captain/Executive Board Member, UNIVERSITY AT BUFFALO WOMEN'S SOCCER CLUB

Sep. 2016-May 2019

- Established a team of 30 players, held tryouts for 65 recruits, and designed a practice schedule