
MARY MARKET

<http://www.linkedin.com/in/marymarket>
Oshkosh, WI ▪ (920) 222-2222 ▪ marym32@uwosh.edu

EDUCATION

University of Wisconsin Oshkosh ▪ Oshkosh, WI

Bachelor of Business Administration ▪ Anticipated Graduation: May 2024

Major: Marketing ▪ Emphasis: Business Analytics ▪ Major GPA: 3.0

HIGHLIGHT OF QUALIFICATIONS

- Fluent in Spanish; highly developed communication skills both written and verbal
- 5 years direct customer care experience in a fast-paced retail environment
- Thrive in fast-paced environments with a record of meeting tight deadlines
- Apply creative and technical skills to multimedia marketing projects
- 3 years volunteer service experience with diverse populations

COMPUTER SKILLS

- Intermediate Adobe Creative Suite (Illustrator, InDesign and Photoshop) skills
- Proficient SPSS and Microsoft Office Suite Excel, Access, Word, PowerPoint, Publisher
- Familiar with Enterprise Resource Planning (ERP) systems

MARKETING & DATA ANALYTICS EXPERIENCE

Marketing/Sales Intern ▪ Creative Forming, Inc. ▪ Green Bay, WI ▪ September 2022 – Present

- Conduct market research, organized PowerPoint presentations and assisted the Sales, Customer Support and Engineering teams with new product development initiatives
- Generate sales reports utilizing Enterprise Resource Planning systems to explore forecasts and analyze trends
- Process shipping documents and prepared prototypes for shipment to customers

Budget Manager ▪ UW Oshkosh Speaker Series ▪ Oshkosh, WI ▪ December 2021 – Present

- Managed a \$50,000 budget and monitored expenses resulting in balanced end of year account
- Created \$62,000 budget proposal approved by allocations committee for the 2019-2020 academic year
- Facilitated positioning and implementation of promotions and displays for 9 speakers

Marketing Intern ▪ UW Oshkosh Career Services ▪ Oshkosh, WI ▪ September 2020 – May 2021

- Edited and redesign marketing materials including posters, bookmarks, direct mailings and promotional items
- Coordinated an online marketing campaign to develop a stronger presence with first-year students
- Developed and wrote press releases for time sensitive material to ensure proper media coverage
- Maintained and updated department web pages for content and design

WORK HISTORY

Front Desk Attendant ▪ Polk Library ▪ Oshkosh, WI ▪ September 2019 – May 2020

- Strengthened attention to detail skills by ensuring all library material was properly checked in/out

Line Staff ▪ Taco Bell ▪ Shawano, WI ▪ June 2018 – June 2019

- Led 5 staff members through new employee training process
- Earned leadership award for maintaining efficient operations

LEADERSHIP & VOLUNTEERISM

- Treasurer ▪ **Marketing Club** ▪ University of Wisconsin Oshkosh ▪ Oshkosh, WI ▪ September 2022 – Present
- Volunteer ▪ **Habitat for Humanity** ▪ Oshkosh, WI ▪ May 2020 – Present