

# ALBERTA GATOR

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## EDUCATION

**University of Florida**, Warrington College of Business

*Bachelor of Science in Business Administration, Marketing*

**May 2021**

Gainesville, FL

- GPA: 3.7
- Minor: Spanish
- Merit scholarship recipient

## WORK EXPERIENCE

**Wells Fargo**

**May 2019 – July 2019**

*Marketing Intern*

Chicago, IL

Supported both Sales and Marketing teams in regional headquarters office, including market research, cold client outreach, pitch and deck design, and CRM clean up. Recognized as top sales performer within internship class.

- Researched prospective customers to identify new markets for business, including cold outreach via phone and email. Had highest call-to-meeting conversion rate across all Marketing interns, hitting 115% of goal.
- Designed and curated graphs and multimedia presentations using Adobe Photoshop, Excel, and PowerPoint to attract potential investors. Full time Sales staff subsequently adopted these tools into their client pitches.
- Collaborated with Sales and Marketing teams to improve CRM inefficiencies, resulting in new system with 20% increase in data capture.
- Ensured 100% compliance with government regulations by identifying and correcting estimate/invoice errors in CRM.
- Selected as 1 of 3 eligible interns to participate in face-to-face client meetings because of positive client feedback from email and phone communications.

**Gator Marketing Co.**

**February 2019 - Present**

*Market Analyst*

Gainesville, FL

Gator Marketing Co. is a small, local creative marketing company that specializes in event marketing for organizations within the university, as well as small businesses throughout Gainesville.

- Analyzed and critiqued company website to improve web presence and increase effectiveness in marketing efforts. Personal copy contributions resulted in a 30% increase in web traffic over a 5-month period.
- Organized and executed a focus group with 25 UF students to gain millennial market expertise. Subsequent data and report was used by company and 2 client companies to target millennials in various marketing campaigns.
- Tracked and compiled weekly website metric report using Google Analytics at request of Marketing Manager for company leadership. Updated report format to include graphic visualizations of data, resulting in an easier read for non-marketing staff.

## LEADERSHIP & INVOLVEMENT

**Career and Academic Peer Mentor Program**

**May 2019 – Present**

*Career and Academic Peer Mentor (CAP)*

Gainesville, FL

A college-sponsored program in which paid student mentors provide career coaching to all Warrington business students.

- Coached and advised 100+ students with a 75% return rate. Became the most requested mentor by new students after two months in the program.
- Directly supported the placement of 13 students into internship or job placement over the course of one semester.
- Researched and pitched program offerings to four student organizations, resulting in 5% increase in student traffic the following month.
- Received CAP of the Month Award in September 2019 and January 2020.

## ADDITIONAL DATA

Heavener Leadership Challenge, Alpha Class Member

**August 2018 – May 2019**

American Marketing Association, Member

**January 2017 – Present**

Florida Women in Business, Community Service Committee

**January 2017 – Present**

Language: Spanish (Limited working proficiency)

Technical Skills: Google Analytics (Advanced), Hootsuite Social Media Marketing Certified

