Sunny Sky

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**EDUCATION**

**Bachelor of Science in Business Administration** Expected graduation May 2025

Trine University, Angola, IN.

Major: Marketing GPA: 3.8/4.0

Honors: President’s List 6 semesters

**SKILLS**

Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Canva, Mailchimp, LinkedIn Business Communication Certificate, Facebook, Instagram, Adobe Illustrator, Google Analytics

**PROJECT EXPERIENCE**

Business Development Simulation

Project Leader

* Developed all aspects of the “Clover Cafe” virtual company: including research and development, financial management marketing, and supply chain
* Led a three-member team to address and solve problems, including monetary discrepancies and customer complaints

**WORK EXPERIENCE**

**Family of Nuts,** Angola, IN. May 2022-Present

Intern to Director of Marketing/ Sales Consultant

* **Delivered personalized service to over 50 customers daily, remembering names and preferences to cultivate a welcoming atmosphere and foster long-term relationships**
* Implemented visual display strategies and found three voluntary product influencers to maximize merchandise promotion and save $1,000 in marketing
* Designed weekly email campaigns and social media posts, resulting in over 200% organic media growth in 2.5 months while maintaining the top 5% of weekend sales

**Nancy Rose and Associates,** Auburn, IN. May 2021-August 2021

Business Assistant/ Data Entry Clerk

* Built and Maintained client email lists in Excel, then conducted online prospect research to support lead generation
* Created targeted social media campaigns on Instagram and Facebook which resulted in 20% more customer interaction
* **Maintained data integrity by verifying entered information and resolving discrepancies**

**ACTIVITIES**

**American Marketing Association**, Vice President of Communications, Trine University

**Figure Skating Captain**, Trine University