

# PAT SMITH

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## EDUCATION

### **University of Miami**

*Bachelor of Science in Marketing*

- GPA: 3.6/4.0

- Related courses: Marketing Research, Business Marketing, Electronic Marketing

May 2017, Expected  
Coral Gables, Florida

## WORK EXPERIENCE

### **Advertize America**

*Marketing Intern*

- Assisted with survey design to determine members' needs
- Compiled data using Access database and ran reports for organization board
- Designed tri-fold flyer to attract students to join organization
- Coordinated distribution of marketing collateral at six campuses reaching over 1,000 students

May – August 2015  
Miami, Florida

### **Macy's Department Store**

*Sales Associate*

- Provided bilingual customers service resulting in top 10% sales ranking
- Lead department as assigned when manager was on leave to ensure store ran smoothly
- Received letter of commendation from customer who originally had a product complaint

September 2014 – May 2015  
Coral Gables, Florida

## OTHER EXPERIENCE

### **American Marketing Association, UM Chapter**

*Secretary, January 2015 – Present*

- Implemented new initiatives such as employer panels and networking lunches which increased membership by 40% and revenue from fundraisers by 80%
- Arranged presentations by six marketing professionals from the community in order to create networking opportunities for members

### **Advanced Marketing Course**

*Team Leader, Spring Semester 2015*

- Created and designed marketing campaign for Print USA product promotion including budgeting, customer demographic analysis, and distribution channels

## SKILLS

- Marketing: Strategy and market planning, marketing communications
- Technical: Microsoft Access
- Language: Bilingual in Spanish