

MARK ETTER

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EDUCATION

University of Miami

Coral Gables, FL

Bachelor of Business Administration in Marketing

May 2024

- GPA: 3.7
- Honors: Dean's List, Provost's Honor Roll
- Relevant Coursework: Marketing Research, Business Marketing, Electronic Marketing, Marketing Management, Critical Thinking and Persuasion for Business

WORK & LEADERSHIP EXPERIENCE

Advertize America

Miami, Florida

Marketing Intern

August 2023—Present

- Collaborated with team on survey design and implementation to effectively assess the specific needs and preferences of clients
- Compile data using Access database and run reports for organization that helped increase their reach by 25%
- Coordinate distribution of marketing collateral at six campuses reaching over 1,000 students

American Marketing Association at University of Miami

Coral Gables, FL

Secretary

January 2022—Present

- Implement new initiatives such as employer panels and networking lunches which increased membership by 40% and revenue from fundraisers by 80%
- Organize conferences, speaker events, and community events to facilitate networking opportunities and community engagements

Macy's Department Store

Coral Gables, FL

Sales Associate

September 2022—May 2023

- Utilized Spanish language abilities to aid bilingual customers in navigating the store effectively
- Led department as assigned when supervisor was on leave to ensure store ran smoothly
- Created a welcoming environment for both coworkers and customers which helped to achieve a top 10% sales ranking

Advanced Marketing Course

Coral Gables, FL

Marketing Campaign Project, Team Leader

January 2022—May 2022

- Led group of five students and directly communicated with assigned client, Print USA, to create a customized marketing plan targeting their needs
- Created and designed marketing campaign for Print USA product promotion which included budgeting, customer demographic analysis, and distribution channels

SKILLS & ACTIVITIES

Languages: Fluent in Spanish

Technical Skills: Microsoft Office Suite, Microsoft Access, Google Analytics, Tableau

Certifications & Training: Google Analytics Individual Qualification (2022)

Activities: Hurricanes Help the Hometown Volunteer, American Marketing Association