**Malita Marketer** View my profile on **LinkedIn**

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*EDUCATION*

University of Minnesota Duluth - Labovitz School of Business and Economics

**Bachelor of Business Administration** Expected Graduation May 2020

Major: **Marketing** GPA: 3.7

Responsible for 90% of college tuition and expenses through work, scholarships and loans

Achievements:

* Project leader for one of ten projects selected for LSBE’s Spring 2018 Student Showcase
* Represented Marketing Department and Student-to-Business Initiative Program at annual Open House

*MARKETING EXPERIENCE*

**Marketing Research,** Aquatennial Ambassador Org, Duluth, MN Summer 2018

* Developed and executed marketing research plan to reach Past Ambassadors despite various communication challenges; achieved 44% response rate, updated database and gathered critical data
* Presented findings and recommendations to Chairman and President; approved and in development
* Worked autonomously while updating clients and management at key points and deadlines

**Volunteer Coordinator,** Domestic Abuse Intervention Program, Duluth, MN January 2018-May 2018

* Executed a fundraising plan and implemented first billboard promotion for 5k walk/run
* Recruited and built relationships with volunteers throughout the process of event preparation
* Coordinated and oversaw a group of 20-30 volunteers on the day of the event

**Marketing Intern,** UMD Bulldog Athletics September – December 2017

* Assisted Marketing Director in fast-paced environment maintaining order and control at games/events
* Strengthened relationships with fans and guests through contests and promotional activities
* Managed Twitter account with live game updates and contests

*STUDENT PROJECT*

**Integrated Marketing Communications Plan,** UMD’s Student-to-Business Initiative Fall 2016

* Conducted extensive research of the company, target market, and competitors
* Developed annual marketing plan tailored to meet the company’s needs with research findings

*ACTIVITIES & SKILLS*

Spanish and Latin Student Organization (SALSO) Member 2016 – Present

UMD Women’s Track Team, Captain 2017 - 2018

Languages: Fluent in Spanish

Computer: Microsoft Office Suite, Adobe Photoshop, R- Studio, Publisher, PageMaker

*ADDITIONAL EXPERIENCE*

**Server,** The Duluth Diner, Duluth, MN September 2016-Present

**Volunteer**, Habitat for Humanity, Duluth, MN Summers 2017, 2018

**Customer Service Representative,** Hertz Rent-a-Car June 2014 – August 2016