

Kevin Marketer

km1153@wcupa.edu

(610) 555-1111

linkedin.com/kevinmarketer

EDUCATION

West Chester University of Pennsylvania, May 2021 • West Chester, PA

Bachelor of Science in Marketing • AACSB Accredited program

- GPA: 3.7
- Dean's List: Fall 2019 & Spring 2019

EXPERIENCE

Store & Social Media Intern, The Cookie Company • West Chester, PA • May 2019 - present

- Assist the manager with front window displays, creating a welcoming store front
- Provide support during parties and catered events, ensuring that orders are accurate and delivered on time
- Post content and photos to the store's social media accounts, resulting in an increase in followers
- Answer telephones in a courteous and timely manner; handle messages and follow up with customers
- Create and coordinate social media contests to enhance engagement between customers and the store's Instagram account

Orientation Leader, West Chester University • West Chester, PA • September 2018 - May 2019

- Coordinated and facilitated an orientation group's involvement with the community's broader welcoming, including parent/family participation
- Assisted in the planning and implementation of Welcome Week, helping students move in, directing traffic, planning events, setting up and cleaning up events,
- Served as an academic and social resource to new students throughout the academic year by answering questions, leading small groups and helping acclimate new students to college life

Volunteer, Cradles to Crayons • Conshohocken, PA • June 2017 - August 2017

- Maintained and updated database of volunteers, events, and donors
- Organized donations to determine which items could be distributed to children in need
- Filled orders for families, ensuring each request was fulfilled and accurate
- Created flyers to advertise the annual fundraising event

CAMPUS LEADERSHIP & INVOLVEMENT

NCAA Men's Division II Soccer Team, 2017-present

- Captain, 2019-present

Pi Kappa Phi, Inducted September 2018

American Marketing Association, 2018-present

- Event Chair, 2019-present