

# Student Name

address • Gainesville, FL 32608 • phone • email@ufl.edu

## EDUCATION

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**University of Florida**, Gainesville, FL

May 2007

*Bachelor of Science in Business Administration- Marketing*

Cumulative GPA:3.85/4.0

*Minor- Entrepreneurship*

### **Scholarships:**

*National Food Brokers Scholar:* Awarded by the Warrington College of Business to an outstanding undergraduate student

*Broward County Scholar Athlete Award:* Selected as the female representative for excellence in academics and volleyball

*Florida Academic Scholar:* Merit-based scholarship awarded by the state of Florida; covers 100% of tuition and books

## LEADERSHIP

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### **Business Administration College Council (BACC)**

*Director, 2<sup>nd</sup> Annual BACC Golf Tournament Fundraiser*

*August 2005 — Present*

- Currently leading a committee of ten to organize the BACC golf tournament which provides business students the opportunity to network with corporate guests and Warrington College of Business faculty
- Obtain donated food and prizes for over 150 players and raise a minimum of \$5,000 through sponsorships
- Coordinate all tournament day events including registration, various contests, and closing awards ceremony

*Marketing Departmental Representative*

*January 2005 — April 2005*

- Elected by executive board to act as the liaison between the UF Marketing Department and the BACC

*Convention Committee Member*

*September 2004 — December 2004*

- Planned a four day convention for 32 council members to Nashville, TN
- Arranged corporate site visits with Bellsouth, AmSouth Bank, and Gaylord Entertainment

### **Johnson & Johnson Case Study Competition**

*February 2005 — April 2005*

*Marketing Coordinator, Team Member*

- Won the 2005 National Competition in New Brunswick, New Jersey; Placed first of 12 teams at UF
- Collaborated with a cross-functional team of seven students on a business case regarding the contact lens and ophthalmic pharmaceutical markets
- Performed extensive marketing, financial, and SWOT analyses to support product decision and formally presented case to a panel of Johnson & Johnson judges through PowerPoint

## WORK EXPERIENCE

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**City Furniture**, Fort Lauderdale, FL

*May 2005 — July 2005*

*Summer Sales Intern*

- Demonstrated effective sales techniques and comprehensive product knowledge by exceeding June sales goal by 12%
- Formed a loyal customer base through strong interpersonal and oral communication skills

**Ethnica Design Inc.**, Hallandale, FL

*July 2004 — August 2004*

*Public Relations Assistant*

- Wrote the company's introductory cover letter included in their marketing kit and assisted with website editing

**Victoria's Bridal Couture**, Fort Lauderdale, FL

*May 2004 — August 2004*

*Customer Sales Associate*

- Developed trusting relationships with clientele to assist in custom bridal outfitting

**Houston's Restaurant**, Pompano Beach, FL

*July 2001 — August 2004*

*Hostess*

- Selected by management to train new employees based on leadership and experience
- Worked in a fast-paced environment committed to providing guest satisfaction through friendly service and teamwork

## HONORS AND ACTIVITIES

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- *President's Honor Roll*, University of Florida
- *Dean's List*, Warrington College of Business Administration
- *Member of the Month February 2005*, Business Administration College Council
- *Team Captain*, Intramural Volleyball
- Intramural Soccer and Flag Football
- UF Women's Club Volleyball Team