



Carla Smith

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EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI
Bachelor of Science in Business Administration
Majors: **Marketing & Entrepreneurship**

May 2022
GPA: 3.3/4.0

SKILLS: Spanish language (fluent), MS Access

MARKETING EXPERIENCE

Marketing Intern

September 2019 – Present

YMCA OF MILWAUKEE, Milwaukee, WI

- Conceptualize and design English and Spanish language print and web advertising materials for People of Distinction awards.
- Maintain contact with and provide information to 250+ contributors, nominators, nominees and award recipients.
- Develop new member marketing packet, add new member information to MS Access database.
- Write and edit monthly newsletters distributed to 2,000+ members.

Marketing Student Staff

June 2018 – May 2019

ENROLLMENT MANAGEMENT, Marquette University, Milwaukee, WI

- Complete research projects including a competitor analysis and student satisfaction assessment. Suggestions based on research resulted in layout changes to Q&A webpage.
- Analyze response rates from direct mail outreach to high school sophomores and juniors.
- Provide courteous service to prospective students and families visiting the office.

RELATED EXPERIENCE

Sales Associate

June – August & School Breaks 2018 – Present

SALKED & SONS, INC, Waukesha, WI

- Contributed to sales team by scheduling uniform fittings for seven high schools.
- Filled orders and maintained stock of items in three departments.
- Assisted store manager with obtaining price quotes for seasonal sports equipment.
- Developed and tested group sales follow-up program resulting in referral business.
- Guided customers with purchases of retail items and team supplies.

CAMPUS LEADERSHIP

President, ABC SORORITY

April 2019 – Present

- Oversee activities, membership, officers, and \$20,000 operating budget.
- Served as Social Chair (April 2016 – March 2017) and member (October 2015 – Present).

Leader, HUNGER CLEAN-UP

April 2018, 2019

Board Member, HALL COUNCIL

September 2018 – May 2019

Volunteer, COUNCIL FOR THE SPANISH SPEAKING

October 2018 – May 2019

HONORS

Beta Gamma Sigma Business Honors Society
Ignatius Scholarship (awarded for academic achievement)