



**Carla Hernandez**

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**EDUCATION**

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

May 2020  
GPA: 3.3/4.0

**SKILLS:** Spanish language (fluent), MS Access

**MARKETING EXPERIENCE**

**Marketing Intern**

September 2017 – 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 2016 – May 2017

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 2016 – 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, DELTA XI PHI SORORITY**

April 2017 – 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 2016, 2017

**Board Member, HALL COUNCIL**

September 2016 – May 2017

**Volunteer, COUNCIL FOR THE SPANISH SPEAKING**

October 2016 – May 2017

**HONORS**

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