**IMA KNIGHT**

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**EXECUTIVE SUMMARY**

Accomplished marketing student at the University of Central Florida with 4 years of customer service and sales experience in retail and consultative settings. Success in executing market development projects for various clients, supporting needs, and delivering creative alternatives. Well-versed in digital media marketing, sales implementation strategies, and social media management tools.

**EDUCATION**

**University of Central Florida,** Orlando, FL **May 20xx**

Bachelor of Science in Business Administration, Marketing

Cumulative GPA: 3.4/Major GPA: 3.7

**PROFESSIONAL EXPERIENCE**

**Publix** – Orlando, FL **June 20xx – Present**

Cashier

* Manage check out process by efficiently and effectively ringing up items satisfying approximately 600 rings and 30 customers per hour
* Contribute to 10% reduction in returns and receipt discrepancies through increased mindfulness of weekly circular promotions
* Assist management with additional projects predominantly with sign creation of promotional material including proper citation of content, printing, and posting
* Suggested and assisted with implementation of new checkout system that focuses on utilizing more “Ten Items or Less” lanes during peak hours, reducing the amount of baggers per shift, overall cutting costs by 7% annually

**Alehouse Bar and Grille**, Oviedo, FL **May 20xx – May 20xx**

Server

* Managed 5 tables per hour during 7 hour shift, consistently showing attentiveness towards customer in the form of frequent drink refills, timely food delivery, and proper division of final receipts
* Exceeded sales expectations by $200 weekly amongst team of 30 servers through constant upselling of specialty drinks and menu items
* Ensured customer satisfaction through personal mention of receipt survey, overall reflecting exceptional service and resulting in increased hours

**Prestige Worldwide** – Orlando, FL **August 20xx – May 20xx**

Intern

* Developed networking card for each consultant through Illustrator ultimately generating more advertising and increasing referrals by 30% in 6 months
* Published self-written human resource related content to company newsletter using WordPress
* Managed LinkedIn, Instagram, Pinterest, and Facebook accounts through Hootsuite, increasing content by 20% weekly

**LEADERSHIP EXPERIENCE**

**American Marketing Association**, Marketing Chair **Fall 20xx – Present**

* Created Mailchimp account to provide a more appealing form of email communication for members and chairs alike, overall offering an increased click through rate of 50% per weekly update
* Developed cohesive meeting and event marketing templates using Microsoft Word and PowerPoint to provide an easy format for all members to edit while offering consistent branding for organization

**HONORS**

* Dean’s List **Fall 20xx – Spring 20xx**
* Recipient of President Scholarship **Fall 20xx**
* Inducted Member of National Society of Leadership and Success **Spring 20xx**
* Participated in UCF Alumni and College of Business Mentoring Program **Spring 20xx**

**ADDITIONAL INFORMATION**

**Computer Skills:** Microsoft Office, Hootsuite, WordPress

**Certifications:** Adobe Photoshop and Illustrator

**Languages:** Fluent in English and Spanish