



# FLETCHER STURM

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## EDUCATION

**Bachelor of Business Administration (Marketing)** | St. Bonaventure University, NY | May 20xx  
GPA: 3.75/4.00

**Competitive EDGE Certificate** | April 20xx

Institutionally recognized for completion of professional development seminar series

## EXPERIENCE

**Marketing Research Intern** | Office Depot, Pittsburgh, PA | May - August 20xx

- Created and implemented pilot student program featuring corporate-level discounts and free next-day shipping for regional college students, with potential for program to be expanded nationwide.
- Conducted market research and used findings to increase brand awareness through the development of promotional strategies and special events

**Marketing and Sales Intern** | PUMA Time, New York, NY | June - August 20xx

- Co-coordinated one of PUMA's flagship events during 20xx World Cup through design of events, social media networking and collaboration with Macy's for in-store and street campaigns
- Created weekly national sales analysis reports to determine and optimize performance of 10 new styles of PUMA athletic watches

**Customer Service Representative** | Wegmans, Depew, NY | June 20xx – May 20xxz

- Managed daily returns and exchanges at the Customer Service Desk effectively resolving customer concerns and complaints
- Collaborated with co-workers to plan store activities and fundraisers including the onsite United Way Day of Caring
- Recognized as Employee of the Week for exemplary service and work ethic

## LEADERSHIP/ACTIVITIES

**Vice-President** | American Marketing Association (campus chapter) | June 20xx – present

- Lead promotions campaign resulting in 40% increase in student membership
- Organize three ongoing local community service projects; collaborate with regional non-profit organizations to ensure successful outcomes
- Coordinate professional development site visits to organizations in the WNY region

**Team Member** | St Bonaventure University Division 1 Men's Lacrosse | August 20xx – present

- Maintain strong academic standing while participating in rigorous practice and competition schedule

**Student Ambassador** | St Bonaventure University Office of Admissions | May 20xx – present

- Market the university to prospective students and their families through group tours and open house activities

## SKILLS

- Proven sales ability
- Project management
- High performance in fast-paced work environments
- Creativity and adaptability
- IT competency: Microsoft Word and Excel, Adobe Photoshop, Salesforce, Qualtrics, SPSS