**Brittany Snow**

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# EDUCATION

## University of Illinois Urbana-Champaign, Gies College of Business Urbana-Champaign, IL

*Bachelor of Science in Supply Chain Management and Marketing* **May 2021**

* Notable Accomplishments: MIL Practicum Certified, Dean’s List Cumulative GPA: 3.85/4.0

# WORK EXPERIENCE

## Digitas Chicago, IL

*Data and Analysis Intern* June 2019 - August 2019

* Analyzed creative and media assets across the Whirlpool Corp. portfolio to assess ad type performance, assist with weekly status updates, and inform quarterly reporting and planning strategy
* Mapped and formatted spreadsheets containing digital media placements to client-facing dashboards
* Developed a media strategy, budget, and creative executions with intern group for Cottonelle, leading to a presentation of the proposed campaign to intern managers, company leadership, and the client’s branding team

## Home Goods Morton Grove, IL

*Sales/Merchandise and Backroom Associate* June 2016 - January 2019

* Provided on-floor, cashier, and over-the-phone customer service catering to customer’s needs
* Performed inventory count with managerial status by rescanning stickers and train 4 new associates
* Processed new shipments in the backroom and organized the merchandise on the sales floor

## Nielsen Chicago, IL

*Job Shadow Participant* June 2018

* Shadowed a member of the marketing effectiveness team, as well as the new product/innovation team, while gaining exposure to global consumer trends, data analytics, and campus recruiting process

# LEADERSHIP EXPERIENCE

## American Marketing Association Urbana-Champaign, IL

*Vice President of Digital - Digital Committee* January 2019 - present

* Managed social media, photography, and data analytics divisions to promote organization digitally
* Organized and mentored a 6-person team through workshops on how to leverage social media marketing
* Developed 3 new social media campaigns, and partnered with analytics team to maximize engagement

*Consultant - Consulting Committee* September 2018 - present

* Designed and implemented website for an emerging client, Helen’s Bakery, compatible with social media
* Conducted market research using surveys and strategic analysis to generate an effective business model

*Campaign Strategist/Platform Manager - Promotions Committee* September 2017 - September 2018

* Remodeled and managed the organization’s Twitter account growing the follower base and engagement from 200 impressions per month to 1700 impressions per month
* Crafted and posted digital graphics for professional and social events to post on social media

## Leadership Coalition Champaign, IL

*Board Member* January 2019 - May 2019

* Collaborate with University housing-based leaders to improve inclusivity measures and retention incentives

## Wassaja Hall Council Champaign, IL

*Secretary* September 2018 - May 2019

* Compose and maintain records of high-priority projects, record meeting minutes, and finalize funding requests

# ACADEMIC PARTICIPATION

## Society of Women in Business Urbana-Champaign, IL

*Marketing Committee Member, Fall 2018 Semester* September 2018 - December 2018

* Collaborated with a team of five girls to design promotional materials and merchandise for organization