

I. NITA JOBB

1520 St. Olaf Avenue | Northfield, MN 55057 | 507.646.1234 | imastudent@stolaf.edu

EDUCATION

St. Olaf College, Northfield, Minnesota

Expected Graduation: May 2022

- **Bachelor of Arts** | **Major:** Economics | **Concentration:** Management Studies

GPA: 3.25 | Major GPA: 3.52

Honors/Awards: Presidential Merit Scholarship; Rotary Youth Leadership Award (2018)

Study Abroad: Heidelberg, Germany | Studied Economics in contemporary Germany

January 2020

Relevant Courses: Marketing, Financial Accounting, Entrepreneurship, Corporate Finance, Professional and Business Writing

INTERNSHIP EXPERIENCE

Merchandise Planning Executive Intern, Target Corporation | Minneapolis, Minnesota

June - August 2021

- Analyzed reports to determine which of Target's store planograms had highest dollar per square-foot productivity; cross-referenced findings from productivity project with store prototypes (layouts) to determine dollar and volume productivity; Created comprehensive report and presented findings to group leadership
- Disseminated sales reports to facilitate an overall 20% SKU reduction for department, calculating the least and most productive items before recommending a course of action
- Observed/assisted with Competitive Line Reviews, Reverse Bid Auctions, and other E-Sourcing events

Direct Marketing Intern, Digital River, Inc. | Minneapolis, Minnesota

June-Dec. 2020

- Coordinated with Direct Marketing, the Acquisitions Manager and the SEO Specialist to observe and critically analyze focus groups to gain better knowledge of factors that influence online purchases
- Collaborated with internet marketing staff and creative department to produce a template for client's promotional emails. Wrote copy for the client's website, and completed a Search Engine Optimization (SEO) project for direct marketing that resulted in a 15% increase in internet visibility of the client's website
- Undertook a summer-long project disseminating consumer research/studies to determine who the 'typical' client is, including buying habits and demographics; drafted a 15 page market research analysis and presented findings to senior leadership

WORK EXPERIENCE

Sales Associate, Williams-Sonoma, Inc. | Edina, Minnesota

May 2019-Present

- Apply strong customer services skills to engage hundreds of customers each day
- Winner of the W-S *Catch The Spirit* award in spring 2004 for outstanding service and can-do attitude towards customers and fellow employees

Head Tennis Instructor, Hopkins Independent School District 253 | Hopkins, Minnesota

June-August 2017-2018

- Developed instructional curriculum for a youth tennis training program; coached 12 students twice weekly
- Collaborated with others to maintain a safe, enjoyable atmosphere for students with a focus on positive sportsmanship

LEADERSHIP & CO-CURRICULAR EXPERIENCE

Vice-President, Economics Club, St. Olaf College

Sept. 2021-Present

- Developed campus campaign to increase membership in the club resulting in a 30% increase in active membership
- Created a club-sponsored speaker series on campus; invited speakers twice yearly to present to club members

Section Leader, Chapel Choir, St. Olaf College

Sept. 2020-Present

- Coordinated with Director; Arranged and led section practices; Ensured section was prepared for full rehearsals

Member, Varsity Tennis, St. Olaf College

Sept. 2018-Present

RELEVANT SKILLS

Language: German (Intermediate); Spanish (Basic)

Technical: Excel, PowerPoint, R, Adobe Photoshop, Social Media, WordPress, HTML (basic)