

# Ressa May

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## Education:

**St. Olaf College**, Northfield, MN

**Bachelor of Arts:** May 2023

**Major:** Exercise Science **Concentration:** Management Studies

**Cumulative GPA:** 3.15

**International Experience:** Curtin University, Perth, Australia (Spring 2021)

**Honors:** 2018 Academic Dean's List, MIAC Volleyball Conference 2020 All-Tournament / 2021 Sportsmanship Team

**Relevant Coursework:** Marketing, Management, Financial Accounting, Economics, Statistics, Entrepreneurship

## Marketing and Management Projects:

### **Marketing Consultant, Good Belly Probiotics, General Mills Case Competition**

- Served as CPO on a team focused on repositioning and promoting a probiotic snack bar brand.
- Conducted primary market research, a social media audit, and competitive analysis.
- Presented findings to marketing leadership and was awarded the top-rated project in the class.

### **Management Cap-Simulation**

- Collaborated with a team of five to develop a pricing and operations strategy for a sensor company over three months.
- Led group meetings, developed projections, and conducted competitor analysis.
- Achieved highest stock price among six other teams.

## Internship/Work Experience:

### **Intern for Associate Athletic Director**, St. Olaf College

January 2020-present

- Designed 36 new apparel logos using Adobe Illustrator, presented designs to a focus group of athletic leadership, coaching staff, and selected ten to be used universally throughout St. Olaf athletics for 2020-2021.
- Served as project lead on Ice Arena branding effort for January 2021 launch.
- Reviewed department's video archive and suggested material for a social media athletics promotional campaign.

### **Sports Information Assistant**, St. Olaf College

January 2020-present

- Computed live statistics during varsity basketball games for regular season and MIAC tournament games using Statcrew.
- Photographed basketball and hockey games, took head-shots for women's basketball, hockey, and softball teams, edited photos using Adobe Bridge and Photoshop, uploaded onto athletics website using SideArm.
- Updated women's hockey personal and team statistics for class years 2012-2022 using Excel.

### **Tostrud/Skoglund Building Supervisor and Recreation Desk Assistant**, St. Olaf College

September 2019-present

- Promoted membership to community members and renewed membership of existing members.
- Recorded facility usage using Excel; prepared monthly utilization summary report for Recreation Director.
- Responsible for safety and security of facility, reported damaged or missing equipment and provided a daily report for the Recreation Director.

## Leadership and Co-Curricular Activities:

### **Captain and Outside Hitter**, NCAA Volleyball, St. Olaf College

August 2019-present

- Coordinated offseason schedule for practice times and team activities. Set up and led drills.
- Assisted head coach with recruiting activities, such as hosting lunches and overnight visits.
- Mediated discussions among team members.

### **Women in Business Club Member**, St. Olaf College

September 2021-present

- Attended monthly events to discuss issues of gender and leadership.
- Invited women in leadership roles to speak out about their experiences.

### **Volleyball Coach and Counselor**, St. Olaf College

July 2020-present

- Coached MVI Volleyball Summer Camps and supervised middle and high school campers during overnights.
- Volunteer coach for St. Olaf Men's Club Volleyball Team.

### **Pentathlete**, NCAA Track and Field, St. Olaf College

January 2021-present

## Technical Skills:

**Computer Skills:** Adobe Illustrator, Adobe Photoshop, Microsoft Office, R Coding