Caroline Amalfitano

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•LEADER •HARD WORKING •CREATIVE •ANALYTICAL •PASSIONATE •PERSONABLE •OPTIMISTIC

EDUCATION

Miami University, Oxford, OH — **Graduation: May 20xx**
Bachelor of Science in Business | Farmer School of Business — **Overall GPA: 3.75/4.00**
Major: Marketing — **Major GPA: 4.00/4.00**
Minors: Emerging Technology and Business Design

RELEVANT EXPERIENCE

Kimberly-Clark Corporation, Rosemont, IL — **June 20xx – August 20xx**
Customer Development Intern

- Co-developed a $4 million recommendation to target "millennial" shoppers who are not purchasing Kleenex by leveraging a Disney partnership to produce a "throw-back" to 90's movie graphic
- Led a Family Care analytical project totaling $176k in potential sales growth for bath tissue e-commerce business and presented findings to Walgreens' mangers
- Uncovered a Cottonelle online distribution omission on Walgreens' website which when corrected delivered an immediate 500% lift in business
- Chosen as 1 of 11 elite students across the country for the Customer Development Internship

Career Services, Oxford, OH — **August 20xx – May 20xx**
Career Assistant

- Served as the marketing delegate for the adviser of the School of Creative Arts to assist in event planning and execution
- Counseled students one-on-one in crafting resumes, LinkedIn, and cover letters to help students acquire employment
- Collaborated with full time staff to develop and present workshops to student organizations and groups on campus

Americans Abroad, London, England | Paris, France — **May 20xx – July 20xx**
Study Abroad Student

- Conducted a research project on effects of globalization, spread of fast food culture abroad, and how McDonald's adapts to these factors through specialization and marketing
- Immerse myself with the European culture in dress, language, activities, and customs
- Cultivated a more attuned sense of cultural competence while developing a deeper appreciation for diversity

Lind Media Company, Mansfield, OH — **December 20xx – January 20xx**
Marketing Intern

- Corresponded with over 100 advertising companies and collected 3 weeks of market research to formulate an industry analysis for launch of company's new product
- Presented internal analytical information in comprehensive reports to the President and Vice President to aid in strategic decision making
- Mastered the CRM software SalesForce and taught it to superiors
- Re-vamped company's leasing system by creating a new filing method to establish better efficiency
- Updated company systems to reflect current client portfolio with proper account information

LEADERSHIP EXPERIENCE

Delta Sigma Pi International Professional Fraternity, Alpha Upsilon Chapter, Oxford, OH — **September 20xx – Present**
Director of Marketing 20xx | VP Scholarships and Awards 20xx | Marketing Delegate 20xx | Pledge Class Secretary 20xx

- Selected as 1 of 30 students in a competitive pool of over 200 applicants to pledge America's foremost business fraternity
- Rebranded fraternity by launching first-ever promotional video reaching 7.3k views in one week
- Improved social media frequency and content leading to an increase of Instagram followers by 42%, Facebook likes by 14% and Twitter followers by 9%
- Won the chapter 11 awards, including 2 national, for an overall award increase of 200% compared to previous year
- Reduced costs for annual composite pictures by approximately $600
- Led, planned, and organized a service event attended by 40 chapter members to assist elderly throughout the Oxford community

CLUB & ORGANIZATION EXPERIENCE

Kappa Kappa Gamma Sorority, Oxford, OH — **February 20xx – Present**
Nourish International, Oxford, OH — **September 20xx – May20xx**
Global Buddy International Program, Oxford, OH — **February 20xx – May 20xx**