

# LYDIA SINE

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## EDUCATION:

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### University of Pittsburgh, College of Business Administration

Bachelor of Science in Business Administration

Major: Marketing

Certificate Program in International Business

Pittsburgh, PA

December 2014

GPA: 3.6

### La Universitat Autònoma de Barcelona

*International Studies Abroad*

Barcelona, Spain

Spring 2013

## PROFESSIONAL EXPERIENCE:

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### Spring Dance Hot Tubs

*Sales Associate*

*Social Media Intern*

Jamison, PA

July 2009-July 2010

May 2013-Present

- Implement website and online brand management services such as Hootsuite.com to schedule and appoint 7 strategically written social media posts weekly to both Facebook and Twitter
- Write new and creative strategic content about health and wellness to increase social media followers

### Free Will Brewing Company

*Business Intern*

Perkasie, PA

April-August 2013

- Composed a business plan with the intentions of acquiring a small business loan
- Conducted market research on how to better reach the target market through internet marketing
- Researched organization and market benefits of shifting product packaging from bottles to cans
- Used Microsoft Excel to calculate current organization costs and profits as well as future costs and revenues in the case of the alteration of product packaging

## INTERNATIONAL EXPERIENCE:

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### Abriendo Mentes

*Volunteer*

Potrero, Guanacaste, Costa Rica

May 2012-June 2012

- Created graphics for the organization's use in 2 different school programs
- Assisted pre-kindergarten through sixth grade English classes of 60 students

## WORK EXPERIENCE:

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### Avitae USA

*Brand Ambassador*

Pittsburgh, PA

September 2012-Present

- Promote brand in off-location visits to retailers, campus and sporting events and distributors around the distribution market
- Perform product demonstrations to increase consumer knowledge and expand the target market

### Franconia Café

*Server*

Franconia, PA

Feb 2010-Feb 2013

- Trained 3 new employees on overall restaurant procedures

## ACTIVITIES AND LEADERSHIP:

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### Enactus

*Urban Gardener Project Leader*

Fall 2013-Present

- Rebrand the Urban Gardener project to focus the purpose and mission on fighting hunger and malnutrition in Pittsburgh through the promotion of urban gardening
- Composed a business and marketing plan to pitch the project and product prototype to external partners, internal advisors and government officials

### Sounds Like Treble

*Music Director*

Fall 2013-Present

- Compose and prepare 9 a Capella arrangements each semester for bi-annual concerts
- Teach and conduct a group of 16 the music necessary for performances
- Competed in the Great Lakes ICCA Semifinals championship