

EDUCATION: TEMPLE UNIVERSITY - **Fox School of Business**, Philadelphia, Pennsylvania
Bachelor of Business Administration, Graduation: May 2016
Major: Marketing & Supply Chain Management
Major GPA: 3.33

SKILLS: IBM SPSS (Basic), POM (Basic), Microsoft Office (Word, Excel, and PowerPoint)
Adobe Photoshop (Basic)

ACTIVITIES: President, Temple University Snowboard Club, October 2015 – Present
Member, Temple University American Marketing Association, 2015–Present
Member, Temple University Supply Chain Association, 2015 –Present
Treasurer, Temple University Snowboard Club, October 2014 – 2015

EXPERIENCE: MONSTER ENERGY, Philadelphia, PA February 2013 – Present
College Ambassador (Temple University)

- Introduce Monster Energy into the college student lifestyle through the coordination of projects and events on Temple University campus.
- Increase trial and awareness through peer-to-peer sampling in dorms, on and off campus activities, Greek life activities, clubs, and intramural sporting events.
- Develop and maintain relationships and support of key university bodies and individuals.
- Maintain a dynamic mix of project and event involvement covering both “moments of want” and “moments of need” consumption occasions on behalf of Western Beverage and Monster Energy Drinks.
- Continually seek opportunities to develop Monster Energy’s brand profile, image and credibility on and around campus within the Temple University market.
- Complete communication and reporting tasks associated with the Collegiate Ambassador role

MONSTER ENERGY, Philadelphia, PA May 2015 – August 2015
Direct Store Delivery Sales Intern

- Successfully interact with customer accounts; effectively sell and execute sales programs and initiatives.
- Survey customer accounts to determine SKU availability, display execution, ad execution, and merchandising standards (location, service, POS).
- Work closely with sales team; experience increasing growth through methods such as featuring new coolers and POS displays, resetting store and cold vault layouts.
- Partner with sales team to execute sales plans in various large and small format stores in the Greater Philadelphia area.
- Interact with Coca-Cola sales team to help maintain higher focus on Monster Energy products.
- Use fact-based selling skills to deliver exceptional customer service to obtain shelf space for higher-margin products.

ONLY NY INC., New York, N.Y. May 2014 – September 2014
General Office Intern

- Assisted with production of purchase orders specifically with Wholesale/Dealer accounts.
- Helped with the garment design process and production logistics, including the submission of inventory analytics on over 120 seasonal products.
- Constructed and implemented a new media outreach program through the support of social media and company customer service outlets.