

Sylmarie C. Núñez-Luna

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OBJECTIVE: To obtain an entry-level position in Marketing with an emphasis in music management.

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business and Management, Graduation: May 2014

Major: Marketing Minor: French and Spanish

GPA: 3.84, Dean's List: Spring 2013 - Present

Selected Courses:

MIS: Information Systems in Organizations	Marketing Research
Integrated Marketing Communications	Sales and Sales Management
International Marketing	Consumer Buyer and Behavior

ACTIVITIES & AWARDS:

Member, Chi Alpha Epsilon Honor Society (XAE), 2009 - Present

Member, Golden Key International Honor Society, 2012 - Present

ACADEMIC PROJECTS: Consumer Buyer and Behavior Fall 2012

Marketing Consultant

- Prepared a report referring to theory and past academic research to help The Walt Disney Company better understand consumer behavior regarding brand loyalty.
- Analyzed, synthesized and evaluated research on the importance of brand loyalty.
- Presented the key marketing implications for the continuous success of the company.

Sales and Sales Management

Spring 2012

Research Analyst

- Worked collaboratively with four team members and a sales representative for Abbott Laboratories.
- Conducted a detailed study to improve the sales representatives' sales quota process.
- Compiled vital resources to make appropriate recommendations for the pharmaceutical company's current sales territory alignment.

SKILLS & LANGUAGES:

- PC/MAC, Web 2.0, Microsoft Word, PowerPoint, Wordpress
- Spanish – fluent, French – advanced in writing, Italian – basic
- Blue Belt – Kenpo Karate
- Classically trained coloratura soprano vocalist
- Participated in two musical productions