

Divya Careers

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OBJECTIVE

Obtaining summer marketing internship position at Deckers Outdoor Corporation.

EDUCATION

B.A., **Business Administration, Marketing Emphasis**, University of California, Riverside

June 2018

RELEVANT COURSEWORK

- Financial Evaluation, Marketing Management, Strategic Analysis

MARKETING EXPERIENCE

The Highlander Newspaper, UC Riverside

June 2016 – Present

Advertising Account Executive

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Young & Rubicam, Irvine, CA

July 2016 – September 2016

Advertising Intern

- Provided customer support for accounts including Hilton, Jenny Craig and Southern California Edison.
- Collaborated with a variety of departments including Account Management, Public Relations and Finance.
- Prepared briefs, PowerPoint presentations, competitive reports and presentation boards.
- Delivered critical support during production of Jenny Craig commercials and Toshiba online media videos.

Strategic Analysis course, UC Riverside

March 2016 – June 2016

Global Challenge Business Simulation Project

- Forecasted markets, implemented new technology initiatives, maintained budget and managed production.
- Achieved the Warren Buffet Award denoting the highest cumulative shareholder return and stock price.

LEADERSHIP EXPERIENCE

Delta Sigma Pi, UC Riverside

September 2015– June 2016

Vice President

- Established a mentor program in which members' partner to provide tutoring and offer personal support.
- Developed online server to upload and share notes and readings from all classes taken by members.

TOMS Club, UC Riverside

September 2014 – June 2015

Member

- Fundraised and created awareness to support projects and companies that help those less fortunate.
- Assisted in managing events and programs for the club.

WORK EXPERIENCE

Bob's Big Boy, Riverside, CA

January 2014 – August 2014

Server

- Provided excellent customer service in a fast paced environment.
- Maintained cashier drawer and ensured accurate daily cash records.

SKILLS

Computer: Minitab, Adobe CS, MATLAB, Microsoft Office Suite, Project, Visio

Social Media: Instagram, Facebook, Twitter, Snapchat

Language: Trilingual in English, Hindi, and Bengali