

# Divya Careers

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## OBJECTIVE

Obtaining summer marketing internship position at Deckers Outdoor Corporation.

## EDUCATION

University of California, Riverside

June 2019

**Bachelor of Science, Business Administration, Marketing Emphasis**

## RELEVANT COURSEWORK

- Financial Evaluation, Marketing Management, Strategic Analysis

## MARKETING EXPERIENCE

The Highlander Newspaper, UC Riverside

June 2017 – 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 2017 – September 2017

### 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 2017 – June 2017

### 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 2016– June 2017

### 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 2015 – June 2016

### 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 2015 – August 2015

### 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