

Divya Careers

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OBJECTIVE

To obtain a Summer Marketing Internship position at Deckers Outdoor Corporation.

EDUCATION

University of California, Riverside

June 2021

Bachelor of Science, Business Administration, Marketing Emphasis

Relevant Coursework: Financial Evaluation, Marketing Management, Strategic Analysis

MARKETING EXPERIENCE

The Highlander Newspaper, UC Riverside

Advertising Account Executive

June 2020–Present

- Manage more than 100 clients in designing their advertising campaigns and marketing related plans.
- Communicate with a team of 5 designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

Young & Rubicam, Irvine, CA

Advertising Intern

July 2018–September 2019

- 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 monthly 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

Global Challenge Business Simulation Project

March 2018–June 2019

- 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

Vice President

September 2019–June 2020

- 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

Member

September 2018–June 2019

- Fundraised \$3,000 and created awareness to support projects and companies that help those less fortunate.
- Assisted in managing events and programs for the club.

SKILLS

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

Social Media: Instagram, Facebook, Twitter, Snapchat

Language: Trilingual in English, Hindi, and Bengali