**MARY I. SMITH**

New Paltz, NY | El Paso TX

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**EDUCATION**

State University of New York at New Paltz, New Paltz NY (AACSB Accredited)

Bachelor of Science in Management, expected May 2025

Concentration: Marketing

GPA: 3.5; Dean’s List every semester

Relevant Courses: Managerial Accounting, Principles of Management, Legal Environment of Business, Operations Management, Marketing

**RELEVANT EXPERIENCE**

Nike Outlet, Woodbury, NY, 2020-2022 (Summers and college breaks)

**Assistant Manager**

* Sold sportswear products in a high-traffic retail environment
* Created employee incentive program, resulting in 25% increase in first-year retention
* Designed research project for community business association on brand management

Dunder Mifflin Paper, Inc., Newburgh, NY, Spring 2022

**Administrative Intern**

* Updated the client database, financial records, and prepared briefings of daily sales activity

New Paltz Sports Center, New Paltz NY, Fall 2021

**Marketing Consultant – class project**

* Designed new logo for the store and developed a business plan for marketing it
* Represented The Sports Center at a regional marketing conference
* Assisted in the development of The Sports Center’s first website
* Hired, trained and supervised creative staff including visual merchandising managers and store designers

Sterling Golf Stores, Kingston, NY, May 2020 – August 2021 (seasonal)

**Assistant Manager**

* Administered daily operations; including opened the store, handled finances, maintained the facility and customer service
* Controlled store finances, including cash flow, daily cash register audits

**SKILLS**

*Computer*: Microsoft Office, Google Workspace, Photoshop, Canva, Hubspot

*Language*: Fluent in Spanish and English; intermediate proficiency in Mandarin

**AFFILIATIONS**

American Marketing Association (AMA), 2022-Present

*Vice President for Programming* – designed promotional materials for events including the New Paltz University Business Etiquette Luncheon and the Health Fair

Society for Human Resource Management (SHRM), 2022-Present

Omicron Delta Kappa (ODK) National Leadership Society, inducted 2022