

Mikayla Melina

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EDUCATION

Bachelor of Science in Marketing Communications and Communication Studies

University of Wisconsin-River Falls (UWRF), May 20XX

MARKETING AND SALES EXPERIENCE

Marketing/Translation Intern, Sajan, River Falls, WI, February 20XX-Present

- Utilized German language in translating instructional materials for companies such as 3M and Imation
- Collaborated with internal marketing teams to solicit brand ideas for the company resulting in 20% more consumer awareness of the company and its purpose
- Communicated with overseas Global Guru sister company in Frankfurt, Germany on company statistics
- Designed a page on company website for German speaking clients, utilizing knowledge of German language, grammar and culture

Marketing/Event Intern, Joslin Services, Minneapolis, MN, September 20XX-March 20XX

- Planned and implemented a fashion show involving 8 retailers and 56 student models
- Recruited local business sponsors resulting in prizes and sponsorship exceeding goals
- Created promotional materials such as flyers, posters, PowerPoint presentations and show programs to increase attendance numbers and enhance show experience
- Acted on unplanned situations and improvised to guarantee event success
- Coordinated meeting times and rehearsals before event date to connect with participants in preparation for show

Sales Associate, Look-Your-Best Store, St. Paul, MN, May 20XX-May 20XX

- Assisted customers with information about product quality and prices, and helped with locating items
- Recommended items and outfits for customers according to needs
- Established relationships with customers resulting in repeat visits and a 35% increase in personal sales
- Strengthened communication skills working with colleagues with a variety of communication styles

INTERNATIONAL STUDY AND TRAVEL

Semester Abroad, University of Giessen, Germany, Fall 20XX

- Developed and enhanced German vocabulary by taking German Immersion courses
- Researched and presented findings to both German and American professors on the history of German architecture as an international study research project

Tour of Italy, Napoli, Rome, Capri, Venice, June 20XX

- Toured four cities in Italy as a part of an eight day tour group, focusing on Italian culture and cuisine

TECHNICAL SKILLS

Social Media: Facebook, Twitter, Pinterest, G+, Instagram, Vine, and Snapchat

Website Design and Blogging: Wordpress, Weebly, and Webs

Creative Design: Adobe Photoshop, Illustrator, and InDesign

VOLUNTEER EXPERIENCE AND CAMPUS INVOLVEMENT

Secretary/Treasurer, International Relations Club, UWRF, Spring 20XX-Present

Member, German Club, UWRF, Fall 20XX-Present

Volunteer, St. Agatha's Food Shelf, St. Paul, MN, August 20XX-December 20XX

Member, Latino Student Organization, UWRF, Fall 20XX-Spring 20XX