

Lisa Ann Hornak

Objective:

Currently seeking a marketing internship during summer 2018.

Education:

Bachelor of Science in Business Administration – AACSB Accredited Program

Rochester Institute of Technology | Rochester, New York

Expected May 2019

Major: Marketing; Minor: Supply Chain Management

GPA 3.57/4.0

Relevant Coursework:

Marketing Analytics, Social Media Marketing, Search Engine Marketing, Internet Marketing, Organizational Behavior, Operations Management, Business Calculus, Statistics, Global Business, and Business Law.

Projects:

RIT Social Media Marketing (Team) | August 2017- December 2017

Worked with a pure play company on creating a marketing strategy plan and content release schedule. Created social media narratives that follow a cohesive story to promote the brand for the purpose of raising awareness and desire. Established visual and written communications that convey value. Customized the content niche to attract and retain customers.

Skills:

- Familiar with BPMN 2.0 via use of Lucidchart
- Familiar with Claritas(Formerly Nielsen), Mintel, and Passport Databases for market research
- Proficient in Microsoft Word, Excel 2016, and PowerPoint
- Critical thinking and strong work ethic

Certifications:

- Hootsuite Platform Completed Nov 2017
- HubSpot Academy Inbound Marketing Certified Nov 2017- Jan 2020
- Google Analytics-Beginner Certified Jan 2018- Jan 2019

Work Experience:

Student Note Taker | Rochester, New York | Spring 2017- Present

- Transcribe class notes for students with hearing disabilities
- Submit concise records in a timely manner

Sales Associate | Nike Factory Store | Pittsburgh, PA | May to September 2016

- Monitored the floor by restocking inventory and upheld store appearance
- Communicated with customers by offering personal services based upon sport preferences
- Calculated total payments received throughout the day by opening and closing the register

Gap Kid Sales Coordinator | Gap Inc. | Pittsburgh, PA | 2014-2015

- Coordinated effective marketing plan by putting together a strong product placement strategy
- Tracked profit margins amongst the various high-volume products

Activities:

Women in Business Club, DECA @ RIT, RIT Women's Rugby Club