

# Corinna Capron

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## Summary

Determined, committed and aspiring marketer with experience in market research in healthcare and consumer products. Strong quantitative abilities, with systematic and creative approaches to any project. Committed and determined to contribute to the marketing of highly desired products in various product markets.

## Education

### ROCHESTER INSTITUTE OF TECHNOLOGY - ROCHESTER, NY | AUGUST 2019

- Masters of Business Administration, Concentration - Digital Marketing

### STATE UNIVERSITY OF NEW YORK AT GENESEO - GENESEO, NY | MAY 2018

- Bachelor of Science in Business Administration, Minor - Mathematics

## Skills

### SOFTWARE

- Microsoft Office
- Vision Critical, Decipher
- MiniTab, Tableau, R, SPSS

### MARKETING AND MANAGEMENT COURSEWORK

- Internet Marketing, Market Research, Advertising and Promotion, Data Analytics and Business Intelligence, CSR and Business Ethics, Organizational Behavior, Production and Operations Management, Entrepreneurship.

## Experience

### RESEARCH INTERN | KJT GROUP – HONEOYE FALLS, NY | JAN '18 – AUG '18

- Integral team member, contributed to various healthcare-based market research consulting projects for clients such as Medtronic, Hill-Rom, and McKesson.
- Collaborated with team members to collect, compile, and evaluate data from quantitative and qualitative studies to provide opportunistic and valuable insights to clients.

### CONSUMER INSIGHTS INTERN | WEGMANS FOOD MARKETS – ROCHESTER, NY | MAY '17 – AUG '17

- Programmed surveys using *Vision Critical*, then collected and analyzed data using an internal survey panel.
- Presented instrumental findings to Wegmans' Bakery and Merchandising Departments on newly implemented program effectiveness and potential new products.

### CUSTOMER SERVICE REPRESENTATIVE | WEGMANS FOOD MARKETS – ROCHESTER, NY | MAR '14 – PRESENT

- Experience in produce, veggie market and cashier customer service positions as a dedicated employee while pursuing my undergraduate and graduate education.
- Developed business intelligence, customer service skills and attention to detail through product rotation, cross-merchandising and quality assurance.

## Leadership Roles

### VICE PRESIDENT OF PROGRAMMING | DELTA PHI EPSILON SORORITY | JAN '17 – DEC '17

- Prepared and executed community service and philanthropy events while coordinating with subordinates to ensure success in implementation and secure monetary donations to people in need.
- Belong to *The National Order of Omega*, an honor society that recognizes exceptional sorority and fraternity leadership nationwide.

### SPONSORSHIP COMMITTEE CHAIR | COLLEGES AGAINST CANCER | SEP '16 – MAY '17

- Responsible for obtaining monetary sponsors for the SUNY Geneseo Relay for Life.
- Managed a committee of six members, establishing efficient tactics for obtaining the event sponsors.