

# Amanda Maldonado

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<b>EDUCATION</b>	<b>VANDERBILT UNIVERSITY</b> <b>OWEN GRADUATE SCHOOL OF MANAGEMENT</b> Master of Marketing, May 2024 <ul style="list-style-type: none"><li>GPA- 3.80</li><li>Brand Week: Team placed 1<sup>st</sup> in this immersive learning competition for Graduate Hotel in Princeton, NJ</li></ul>	<b>Nashville, TN</b>
	<b>BAYLOR UNIVERSITY</b> Bachelor of Business Administration, December 2022 Major: Marketing and Management <ul style="list-style-type: none"><li><i>cum laude</i>, GPA- 3.78, Dean's Academic Honor List</li><li>Alpha Lambda Delta National Honor Society, American Marketing Association, Baylor Women in Business, Alpha Phi Sorority, Baylor Bella Voce choir</li></ul>	<b>Waco, TX</b>
<b>EXPERIENCE</b>	<b>BRAKEFIELDS</b> <i>Marketing Intern</i>	<b>Nashville, TN</b>
Fall 2023	<ul style="list-style-type: none"><li>Researched and developed a content marketing strategy on Instagram, Facebook, Pinterest, and email marketing supporting the company's goal of growing its audience and creating consistent valuable content</li><li>Utilized Klaviyo to create specific email marketing workflows at strategic times to engage customers</li></ul>	
	<b>APRICOT LANE BOUTIQUE</b> <i>Seasonal Sales Associate</i>	<b>Bee Cave, TX</b>
Summer 2023	<ul style="list-style-type: none"><li>Developed strong customer relationships by providing personalized assistance, addressing inquiries about merchandise, and offering tailored recommendations to meet their needs</li></ul>	
	<b>CALAO WEALTH MANAGEMENT, UBS FINANCIAL SERVICES INC. COMPANY</b> <i>Baylor University Team Member</i>	<b>Waco, TX</b>
Fall 2022	<ul style="list-style-type: none"><li>Crafted a marketing strategy within a team of 6 for capstone course to increase revenue and expand outreach through social media, webinars, college campus events, and community organizations</li><li>Presented market research and competitor analysis in the financial industry to inform content marketing strategies and enable informed decision-making on potential market expansion opportunities</li><li>Created a new slogan and provided suggestions on social media platforms to expand their presence on Facebook, LinkedIn, and Instagram, and recommended additional podcast targeting young professionals</li></ul>	
	<b>BAYLOR UNIVERSITY UNDERGRADUATE ADMISSIONS</b> <i>Recruitment Ambassador</i>	<b>Waco, TX</b>
Summer 2021	<ul style="list-style-type: none"><li>Initiated 100+ outbound calls daily to reach recruiting goals and enhance the student admissions process</li><li>Assisted 8+ prospective students and families through live chat feature on the Baylor Admissions website per shift resulting in better clarification of questions regarding admissions and submitting applications</li><li>Recognized as "Super Caller" in July for completing the most successful cold calls and prospective student connections making 18 successful calls per shift and beating 100+ call goals</li></ul>	
<b>LEADERSHIP</b>	<b>ALPHA PHI INTERNATIONAL FRATERNITY</b> <i>Director of Merchandising</i>	<b>Waco, TX</b>
2020-2021	<ul style="list-style-type: none"><li>Collaborated with 3 members on design, color, and wording for merchandise to promote brand exposure, procuring 8 annual product lines containing 5 items</li><li>Negotiated with 3 vendors on pricing and logistics to ensure the profitability of product lines designed for chapter fundraising and promotion of the Alpha Phi brand on college campus</li><li>Coordinated annual calendar events to establish timelines, advertising, and merchandise within a \$10,000 annual budget to keep organization operating smoothly</li></ul>	
<b>ADDITIONAL</b>	<ul style="list-style-type: none"><li>Certifications: Mimic Social, Mimic Pro, Google Analytics, pursuing CAPM</li><li>Computer Skills: Proficient in Tableau, Canva, Google Slides, Google Docs, Microsoft Project, Asana, SPSS</li><li>Study Abroad: European Business Seminar- Visited 8 countries and 18 businesses and studied international marketing strategies within 5 industries</li><li>Interests: paddle boarding, hiking, singing, drawing, working out, and international traveling, proud cat mom</li></ul>	