

REBECCA CROSS

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EDUCATION

Elon University – *Martha and Spencer Love School of Business* Elon, NC
Bachelor of Science in Business Administration, Marketing May 2017
Concentration: Sales GPA: 3.25/4.00
Study Abroad: “Business in the Pacific Rim”: Cambodia, Thailand, Myanmar, Hong Kong Spring 2016

MARKETING & INTERNSHIP EXPERIENCE

Digital Marketing, Elon, NC January 2016-Present

- Received Google AdWords Certification, showing advanced understanding of AdWords and effective management of AdWords campaign
- Participated in Google Online Marketing Challenge, creating a practical and successful ad campaign using optimization techniques to meet objectives of a business

Marketing Intern, Rollins Hill Business Association, Boston, MA June 2016-August 2016

- Responsible for updating all social media accounts (Facebook, Twitter, Instagram, Pinterest)
- Created press releases and flyers for summer cultural events
- Maintained website, chestnuthillpa.com, with weekly business announcements and cultural calendar updates
- Produced promotional materials for new businesses in Rollins Hill, such as press releases for shopping, dining, and professional services
- Assisted Retail Recruiter in research for new business opportunities
- Attended sponsor and new business meetings with Executive Director and Retail Recruiter

Marketing Research, “Service Learning” January 2015-June 2015

- Conducted qualitative and quantitative research to aid in marketing efforts for community partner, The Positive Attitude Youth Center in Burlington, NC
- Citrix and Qualtrics proficient

Asset Management Intern, CFR Management LLC, New York, NY June 2014-January 2014

- Reported directly to Senior Managing Consultant
- Created client database and conducted prospect research for firm’s marketing initiatives
- Produced in-house client dossiers for client service team containing permitted investments, key personnel, assets under management, and portfolio strategies
- Utilized PowerPoint to create, amend, and manipulate marketing slides to boil complicated concepts into simple messages to grab both clients’ and prospects’ attentions
- Conducted independent online research to identify and highlight prospects’ key initiatives and trigger points that affect decision-making

Principles of Marketing January 2014-June 2015

- Participated in “Sponstour Music Experience”, a national collegiate marketing competition
- Promoted artists through Facebook, Twitter, Instagram, Youtube, and Vine

SKILLS

- Microsoft Office: Word, Excel, PowerPoint, Access
- Google Analytics
- Search Engine Optimization (SEO)
- Citrix SAS
- Adobe Photoshop
- Social Media: Facebook, Twitter, Instagram, Pinterest, Vine

CAMPUS INVOLVEMENT

Elon Women in Business February 2016-Present
Alpha Kappa Psi – Business Honors Fraternity September 2015-Present
Elon Phonathon September 2013-Present

HONORS & AWARDS

Elon Engagement Scholarship August 2014-Present

- Merit-based, for promising students who embody the spirit and values of the university