

CAROL ANN URREA

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EDUCATION

The Pennsylvania State University <i>Smeal College of Business: B.S. in Marketing, Minor in International Business, GPA:3.73</i>	University Park, PA May 2021
IES Abroad Courses in Managing Luxury and Fashion Companies, Strategies of Digital Engagement	Milan, Italy January 2020-May 2020
Certifications: Google Analytics for Beginners	August 2020

PROFESSIONAL EXPERIENCE

Milq Magazine <i>Social Media Marketing Intern</i> <ul style="list-style-type: none">Created relatable and engaging Instagram content to promote a sense of communityStrategized collaborations in effort to create mini-series that strengthened social media presence and recognition	Remote May 2020-August 2020
P448 <i>Social Media Marketing Intern</i> <ul style="list-style-type: none">Brainstormed taglines and promotional strategies for new eco-friendly capsule lineCreated Instagram and newsletter taglines to grab attention and engage consumersConstructed monthly press reviews for stakeholders to analyze brand promoters	Milan, Italy January 2020-March 2020
The Fox Magazine <i>Social Media Marketing Intern</i> <ul style="list-style-type: none">Acquired future collaborators and influencers to expand the brand's reachPromoted online readership and engagement through Instagram, Twitter, and Facebook posts and storiesUtilized Wordpress, Canva, and Buffer to design and manage posts	Remote May 2019-August 2019
No Rest For Bridget <i>Sales Associate/Keyholder</i> <ul style="list-style-type: none">Developed customer relationships to enhance sales and retain customers as the shift leaderEvaluated top selling items and current trends through conducting inventory reports of denim and intimates	El Segundo, CA May 2019-August 2019
ANGL <i>Sales Associate</i> <ul style="list-style-type: none">Analyzed nightly figures to visualize sale expectations and motivate team members by pushing sales goals	Torrance, CA May 2018-August 2018

LEADERSHIP AND INVOLVEMENT

ED2010 <i>Vice President</i> <ul style="list-style-type: none">Assisting the President in transitioning the editorial networking organization to a virtual platform for members	University Park, PA August 2020-Present
Pennsylvania State American Marketing Association <i>Sales Division</i> <ul style="list-style-type: none">Hoping to strengthen my knowledge of sales through competitions and projects pitching to companies	University Park, PA September 2020-Present
<i>Regional Conference Co-Director</i> <ul style="list-style-type: none">Coordinated all event logistics including working with a budget for food, decorations, and giftsServed as the direct point of contact for guest speakers and other AMA chapters	May 2019-Present
<i>Retail Division Co-Account Manager</i> <ul style="list-style-type: none">Led a team of 6 to organize the event with weekly brainstorm meetings and check ins on progress of tasksEstablished plans on effective publicity, cost-efficient decor, and sponsorships for annual Fashion Show	August 2018-May 2019
VALLEY Magazine <i>Public Relations Division - Outreach Chair</i> <ul style="list-style-type: none">Established relationships with 20+ on-campus organizations for promotional efforts	University Park, PA August 2019-December 2019
Colony Brands Market Strategy Case Competition Finalist	October 2020
Macy's Case Competition	September 2018-November 2018