

Harrison Honors

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EDUCATION

University of Kentucky

Bachelor of Business Administration in Marketing

Lewis Honors College

Lexington, KY

May 2022

GPA: 4.0

PROFESSIONAL EXPERIENCE

Crader Communications Group

Market Research Intern

Cincinnati, OH

March 2019-Present

- Led 10 focus groups with consumers regarding new product launch utilizing objective facilitation skills
- Summarized focus group feedback in summary report form for client review
- Analyzed market research survey data and summarized trends for over 1,000 client reports

S&L Marketing

Promotions Assistant

Lexington, KY

June 2021 – August 2021

- Sold and promoted food and beverage products at various athletic events in the Lexington area
- Planned 15 promotion events by gaining clearances from venues, designing set up, and staffing events

Best Buy

Seasonal Sales Associate

Lexington, KY

Summers 2018-2020

- Provided excellent customer service and any conflict management while processing merchandise returns
- Effectively answered technical questions regarding computer and mobile products
- Conducted new employee training to 6 new employers on customer management and product knowledge

LEADERSHIP INVOLVEMENT

University of Kentucky College of Business

Peer Mentor

Lexington, KY

September 2019 – Present

- Provided mentoring and guidance to new freshman participating in the Business Program
- Co-taught with the Business LLP Core Team the first semester UK 101 class to incoming freshman
- Attended weekly team meetings to enhance program engagement and entrepreneurial involvement

Alpha Phi Omega Co-ed Service Fraternity

Executive Officer

Lexington, KY

September 2019-May 2020

- Completed 100 hours of community service in the Lexington, KY area
- Lead a team of 10 executive members in leadership initiatives for the chapter
- Created new organizational chart to provide optimal communication and reporting purposes

Lewis Honors College Council

Representative

Lexington, KY

October 2019- March 2020

- Guided 17 peers in personal and professional development such as time management and study skills
- Created new bylaws for current honors students
- Met with the Board of Advisors to voice thoughts and concerns on behalf of the students

University of Kentucky Danceblue

Volunteer Coordinator

Lexington, KY

September 2018- January 2019

- Assisted in raising over \$1.5 million towards pediatric cancer research
- Scheduled 60 volunteer shifts and updated volunteers weekly on goals and progress

TECHNOLOGICAL SKILLS AND MARKETING PLATFORMS

Software: Microsoft Word, Powerpoint, and Excel, SPSS, JMP14