

CALLIE BORST

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PROFESSIONAL SUMMARY

Aspiring marketing consultant proficient at developing marketing strategies and communicating content. Experience in social media marketing, content marketing, e-newsletters, sales, graphic design, and event management. Organized and detail-oriented individual who possess strong strategic thinking, written and verbal communication skills, with proven ability to manage multiple projects simultaneously.

EDUCATION

Iowa State University, Ivy College of Business, Ames, IA

Bachelor of Science: Marketing

Anticipated Graduation: Summer 2024

RELEVANT COURSES

Principles of Marketing, Business Statistics, Principles of Accounting, Entrepreneurship, Business Communication, Principles of Finance

INTERNSHIP EXPERIENCE

Social Media Marketing Intern

Iowa Vocational Rehabilitation Services, Des Moines, IA August 2022- December 2022

- Created and grew various social media platforms through implementing weekly plans and content with a focus on increasing brand growth and awareness towards target audience
- Designed a custom apparel line and website for 250+ employees among other marketing materials such as informational brochures for 10+ IVRS office locations
- Oversaw and wrote 5+ candidate employment success stories to be published on state-wide annual reports

Events & Marketing Intern

Urbandale Chamber of Commerce, Urbandale, IA November 2020-May 2021

- Helped create marketing e-newsletters to reach an estimated 3,300+ member representatives
- Curated digital content on social media platforms with 5,000+ followers to increase brand awareness
- Originated 10+ event-related graphic design pieces such as headers and icons to be displayed on company website

WORK EXPERIENCE

Sales Associate

Homemakers Furniture, Urbandale, IA May 2021-Present

- Quickly maneuver the sales floor to assist 30+ customers daily with their furniture selections and inquiries to beautify their home
- Provide continuous improvement in product knowledge and excellent customer service
- Work quickly to assist multiple customers in an expedient manner with sales over \$20,000 a day

Key Holder Sales Associate

Elite Dance Outfitters, Clive, IA July 2018-September 2021

- Led and trained 10+ employees on sales, product knowledge, inventory, and customer service
- Customized promotional marketing coupons to be distributed to customers at exposure events
- Promoted and sold various products and services to customers

HONORS

Honor of Distinction Award
Academic President's List
Phi Theta Kappa Honors
Society Inductee

COLLEGIATE INVOLVEMENT

Collegiate Women in
Business
Marketing Club

SKILLS

Social Media Marketing
Creativity & Graphic Design
Event Management
Writing & Content Creation