

Tiffany D. Leon
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EDUCATION

Georgia State University, J. Mack Robinson College of Business

Atlanta, GA

Bachelor of Business Administration, Marketing | Cumulative GPA: 3.74/4.00

Expected: May 2019

Relevant Coursework: Accounting I & II, Legal & Ethical Environment of Business, Computer Information Systems, Statistics, Human Communication, Global Business Practices, Business Communication, Corporation Finance

Awards/Certifications: Dean's List (*Spring/Fall 2016, Spring/Fall 2017, Spring 2018*), Global Competency Certification (*Fall 2017*)

WORK EXPERIENCE

Charlotte Russe

Buford, GA

Sales Associate

April 2017 – August 2017

- Handle cash, debit/credit, and gift card payments at a 100% accuracy rate
- Provide customers with proper styling advice, leading to purchase of products each time
- Assist management with store-closing duties and safety deposits at least twice a week

Journeys Kidz

Buford, GA

Sales Associate

May 2015 – August 2015

- Regulated inventory levels in order to maintain accurate weekly records and monitor store volume
- Maintained updated displays on a day-to-day basis which boosted in-store sales to consumers by 10%
- Assisted customers throughout the point-of-sale by handling payments properly, to yield a positive customer experience

Snazzy Events

Roswell, GA

Executive Assistant

January 2014 - May 2015

- Organized the contact information of over 20 high-end clients, planning both corporate and personal events
- Researched and implemented a variety of advertising strategies to increase company revenues
- Proposed marketing plans which further expanded company's target market segment to incorporate local High School events

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Management Leadership for Tomorrow (MLT)

Washington, DC

Career Prep Fellow

June 2017 – Present

- Selected as one of 350 for an 18-month professional development program for high-achieving diverse talent
- Complete business case studies and projects to hone analytical, quantitative and communication skills
- Participate in four professional development conferences hosted by industry leaders, such as Deloitte, Google, Goldman Sachs, Procter & Gamble and Target

Course Hero

Atlanta, Ga

Business Development Intern

December 2016 – May 2017

- Planned and executed events around Georgia State Campus to promote Course Hero's product offerings
- Responsible for initiating advertising campaigns regarding scholarships through flyers, social media, etc.
- Increased Course Hero's network by 140 students by successfully getting them engaged with the website

National Society of Collegiate Scholars

Atlanta, Ga

NSCS Member

July 2016 – Present

- Invited to join for being top 20% of my class and maintaining GPA above a 3.4
- Volunteer with a variety of partner organizations both on and off campus that focus on helping within areas such as world hunger, homelessness, etc.
- Participate in prestigious social events to enhance professional network

DECA, International Association for Marketing Students

Lawrenceville, GA

Public Relations Officer

August 2013 – May 2015

- Participated in over 5 regional mock business scenario competitions to improve business acumen
- Created several promotional ads in order to improve chapter membership by approximately 40%
- Successfully led the School Store to gold certification for the 2014-2015 school year

SKILLS

Computer Skills: Advanced Knowledge in Microsoft Office (Word, Excel, and PowerPoint), Proficiency in Tableau

Language Skills: Fluent Spanish

Miscellaneous Skills: Styling, Outstanding Customer Service, Ability to Work in Fast Paced Environment, Resourceful