

STEPHANIE PIEPER

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EDUCATION

Master of Science in Commerce and Business Administration, May 2021
The University of Alabama, Culverhouse College of Commerce, Tuscaloosa, AL
Major: Marketing
Specialization: Digital and Social Media
Accelerated Master's Program
Bachelor of Science in Commerce and Business Administration, May 2021
The University of Alabama, Culverhouse College of Commerce, Tuscaloosa, AL
Major: Marketing
Overall GPA: 4.000/4.000
Dean's List, President's List, University Honors College

RELEVANT WORK EXPERIENCE

Marketing Intern, June 2019 – July 2019
SupplyCore, Rockford, IL

- Created marketing content for multiple brands and platforms
- Monitored and reported on social media activity
- Collected data to help analyze marketing performance
- Used a variety of platforms including: Klipfolio, Meltwater, Mailchimp, Adobe Suite, Google Analytics, and SEM Rush

Marketing Intern, May 2018 – August 2018
Rockford Rivets Baseball Team, Rockford, IL

- Coordinated fan experiences
- Created marketing campaigns
- Designed and stocked merchandise for the team store

ACTIVITIES

SGA Homecoming Campus Outreach Committee, 2019
TIDE (The Interactive Decision Experiment) Lab Participant

- Firsthand exposure to consumer behavior studies

Alpha Phi International Sorority, 2018 – Present

- Recruitment Spirit Committee

Phi Eta Sigma Honor Society, 2018 – Present
Alpha Lambda Delta Honor Society, 2018 – Present
FATE (Future Alumni for Tradition and Excellence), 2017 - 2018

COMPUTER SKILLS

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Access)
Proficient in MailChimp
Proficient in Klipfolio

HONORS/AWARDS

UA Scholar Scholarship Recipient, August 2017 – Present
Esther Hutmacher Parriott Scholarship, August 2017 – Present
Minnie & Sam Pititz Memorial Scholarship, April 2019 – Present
Marketing Department Award Honoree, 2018, 2019

