

MALAYNA VALREE

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ATLANTA, GA

EDUCATION

BACHELORS OF BUSINESS ADMINISTRATION (BBA)

Marketing

August 2018: December 2022
(expected)

GPA: 3.5

- HOPE Scholarship Recipient [2018-PRESENT]
- Dean's List [2018-PRESENT]

RELEVANT COURSEWORK

Buyer Behavior, Business Communications, Advertising, Marketing Management, Social Media Marketing

EXTRACURRICULAR ACTIVITIES

- Pantherettes Dance Team

SKILLS

- Computer: Proficient in Microsoft Word, Powerpoint, & Excel
- In-depth knowledge of social media marketing platforms: Twitter, Facebook, Instagram, and Pinterest

OBJECTIVE

Energetic, creative, and diligent college student working towards a Bachelor of Business Administration in Marketing at Georgia State University. Over 10 years of experience in film, television, and live events through dance and acting roles. Aim to leverage knowledge in production, event planning, and marketing to satisfy a communications internship.

EXPERIENCE

ENTERTAINMENT EXPERIENCE

2012- PRESENT

- Dancer: Missy Elliott, Janet Jackson, Justin Bieber
- Assistant Choreographer: Little, BMI Janet Jackson Tribute, BET Awards
- Award show performances: VMAs, BET, & BMI
- Film/TV: Color Purple Musical, The Movie, Super Bowl Pepsi Commercial, Star on FOX
- Producer: Created visual projects for social media

MARKETING INTERN & DANCE INSTRUCTOR

DANCE 411 | 2017- 2020

- Performed market analysis and researched latest trends.
- Wrote interesting copy with eye for current trends and viral potential.
- Stayed updated with latest marketing concepts and techniques.
- Advertised promotions on Company Website and Social Media
- Sold Programs with Current and Potential Customers
- Advertising for dance classes and private lessons
- Assisted with scheduling Adult and Youth programs

CUSTOMER SERVICE & CASHIER ASSOCIATE

LOWE'S | SUMMER 2020

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Provided primary customer support to internal and external customers.
- Provided information regarding charge accounts and loyalty programs.
- Collected customer feedback and made process changes to exceed customer satisfaction goals.
- Offered advice and assistance to customers, paying attention to special needs or wants.

VOLUNTEER

- ATLANTA FOOD BANK
- BOOKS OF AFRICA