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**Summary**

Disciplined, motivated, personable, college business senior with academic honors. Campus leader with proven team collaboration skills. Demonstrated successful communication skills and adapted to new environments and situations. Eager to apply skills and education to future endeavors.

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**Education**

**Western New England University – College of Business**, Springfield, MA  
Accredited by The Association to Advance Collegiate Schools of Business  
**Bachelor of Science in Business Administration, expected May 2022**  
**Major: Marketing Minor: ERP w/ SAP Cumulative GPA: 3.86 Major GPA: 3.73**  
Completing a University Alliance certificate in SAP  
President's and Dean's List student  
Alpha Lambda Delta Honor Society Member, Cohen Scholar Ambassador, Omicron Delta Kappa Honor Society Member, Mortar Board Honor Society Member, and Alpha Mu Alpha Skookum Award Recipient

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**Skills**

**Social Media:** Twitter, Facebook, Pinterest, Instagram  
**Certification:** HubSpot Content Marketing, Google Analytics for Beginners  
**Computer:** Word, PowerPoint, Excel **Language:** Fluent in Albanian

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**Leadership and Activities**

**Western New England University**, Springfield, MA  
**Peer Advisor** 2019 – present

- Mentored 15 – 20 first-year students on an individual basis to ensure a positive college experience
- Completed over 100+ hours of required training through the fall and spring semester
- Connected first-year students with different campus resources

**Student Telecounseling Admissions Representative** 2018 – present

- Initiate contact with a prospective student via phone to assist in the university's recruitment and summarize information regarding the university

**First-Year Seminar Assistant** Fall 2019 and 2020

- Assisted professor while facilitating students' discussion, as well as presented information about campus resources and study skills
- Fostered the development of positive habits and study skills

**Orientation Group Leader** 2020

- Assisted incoming first-year students with their transition into college
- Offered information regarding the university and summarized those points over weekly meetings

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**Key Coursework**

Buyer Behavior, Marketing Research, Digital Media Marketing Strategy, Multinational Marketing, Business Process & Enterprise w/SAP, Quality & Operation Management w/SAP

**Market Research Project**

- Conducted research for a Leadership and Communication Coach as a semester term project. Discussed findings of research with the client and presented business recommendations.

**Digital Marketing Client Report – Hot Oven Cookies**

- As a semester term project conducted market and digital media research for Sheila Coon, owner of Hot Oven Cookies. Implemented a digital media plan for four weeks. Presented and discussed findings with client during weekly meeting.