

KRISTINA OLSON

5836 Pierce St. Unit F1 Allendale, Michigan, 49401 | | C: (630) 945-4863 | Olsonkri@mail.gvsu.edu

SUMMARY

A challenging internship in marketing that will give me valuable experience to grow professionally and leverages the interpersonal and analytical skills I have developed through my previous work experience and education.

HIGHLIGHTS

Microsoft Office - Word, PowerPoint, Outlook, Excel
Special events planning
High knowledge in social media

Skilled negotiator
Fast learner
Attention to detail

EXPERIENCE

04/2014 to Current

Intern

Dardis Academy

Responsible for calling business professionals around the Grand Rapids Area
Created Presentations regarding our professional men's apparel

03/2014 to Current

Experienced 35 hours of skilled marketing and sales training followed by nine weeks of selling the products.

Intern

Mar-Med

05/2013 to 08/2013

Responsible for calling medical centers across the nation
Researched hospitals and created data as to who would want our product
Placed follow up calls after sending samples to various doctors to receive feedback on the product

Manager

Door County Ice Cream Factory - Sister Bay, WI

Responsible for managing the store
Created new Ice Cream Flavors to bring in different customers.
Maintained a positive attitude towards customers by providing excellent customer service.

EDUCATION

2011

BBA: Marketing

Grand Valley State University - Allendale, MI, United States

Minor: Hospitality and Tourism Management

Graduating April of 2015

Coursework in Marketing Management, Concepts of Management, Managerial Finance, Consumer Behavior, Sports Marketing, Advertising and Marketing Communications, Meeting and Event Planning, Food and Beverage Management

PROFESSIONAL AFFILIATIONS

Member of Phi Mu Sorority- Executive board (Social/Risk Management), Mixer Chair, Campus Activities Chair

Member of Hospitality and Tourism Management club