

ANA ATHLETE

Rock Hill, SC | (803) 323-2141 | athletea1@mailbox.winthrop.edu

EDUCATION

Bachelor of Science in Business Administration, Concentration in Marketing

Winthrop University, Rock Hill, SC

Expected May 2026

GPA: 3.5

- Relevant Coursework: Marketing Principles, Consumer Behavior
- Member: American Marketing Association (AMA)

EXPERIENCE

Marketing Intern

August 2023 – May 2024

Winthrop University Department of Athletics, Rock Hill, SC

- Assisted in planning and executing marketing strategies for home games across 5+ sports.
- Coordinated in-game fan engagement activities (e.g., contests, giveaways), boosting student participation by 20%.
- Designed graphics and scheduled posts for @WinthropEagles social media accounts using Canva and Buffer.
- Helped manage sponsorship visibility by setting up branded signage and distributing promotional materials.

Promotions Committee Chair

August 2023 – May 2024

Winthrop University DiGiorgio Student Union (DSU), Rock Hill, SC

- Developed and executed marketing strategy to promote 25+ campus events to 6,000+ students each semester.
- Managed targeted e-mail and social media campaigns, resulting in +15% student engagement.
- Utilized Meta Business Suite to analyze online engagement, adjusting strategies based on data insights.
- Created high-quality digital content and print collateral using Adobe Create Cloud and Canva.

Marketing Research (MKTG 365)

August 2023 – December 2023

Winthrop University Department of Management and Marketing, Rock Hill, SC

- Created and distributed online Qualtrics survey to assess consumer perceptions of name brand bath products; successfully recruited 150+ participants.
- Analyzed data in Microsoft Excel, summarized findings in 25-page written report, and presented to class of 30.

LEADERSHIP & TEAMWORK

Student-Athlete

August 2022 – Present

Winthrop University Division I Women's Soccer Team, Rock Hill, SC

- Commit to 20+ hours of rigorous training, practice, and travel per week while successfully managing class schedule, demonstrating time management, reliability, and dependability.
- Provide leadership as Team Captain by managing team dynamics and mentoring new players.
- Collaborate with 15 teammates to plan and execute gameday strategies, demonstrating teamwork.
- Assist coaches by facilitating team practices, teambuilding exercises, and community involvement events.
- Made Big South Presidential Honor Roll 2 years in a row.

Member: Student-Athlete Advisory Committee

August 2022 – Present

Winthrop University Athletics, Rock Hill, SC

- Collaborate with 10 committee members to address student-athlete concerns, providing continuous feedback to athletic department leadership and contributing to policy development.
- Plan and organize health and wellness events for 200+ students, strengthening ties between athletic department and campus community.

SKILLS

- Bilingual: English and Spanish
- Google Analytics, HubSpot, Tableau
- Microsoft Office Suite, Google Workspace
- Adobe Creative Cloud and Canva
- Verbal and written communication
- Critical thinking and problem solving