

AMELIA SMITH

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EDUCATION

The University of Rhode Island, Kingston, RI

Bachelor of Science in Business Administration

May 2019

Major: **Marketing** Minor: **Public Relations**

GPA: 3.4/4.0

Dean's List - 4 semesters

Recipient of Kathleen Jackson Academic Scholarship

Study Abroad: Institute at Palazzo Rucellai, Florence, Italy

Fall 2017

NOTABLE ACCOMPLISHMENTS

American Marketing Association Case Competition

March 2019

- Selected to represent URI at national AMA competition in New Orleans, LA
- Enhanced teamwork capabilities, capitalizing on group members strengths
- Created and presented marketing campaign for Geico Insurance

Strategic Marketing Management National Case Competition

October 2018

- Designed, implemented and measured marketing campaign focusing on Acura ILX appeal
- Utilized demographics to analyze appeal of Acura ILX to potential car buyers under the age of 30
- Worked in cross functional team representing public relations, advertising, research and strategy functions
- Created graphics, ads and filmed commercials posted on Facebook, Twitter and Instagram
- Captured third place in national competition

RELATED EXPERIENCE

Big Fish Promotions, Glastonbury, CT

Promotions Intern

Summer 2018

- Represented company and its brands at "family fun" venues throughout CT
- Created and distributed promotional materials at summer festivals
- Utilized organizational skills to set up and break down displays
- Developed ease and competency working with large groups of customers

Spectrum Global, Kingston, RI

Marketing Intern

Spring 2017

- Developed social media accounts, including Facebook and Instagram to promote upcoming events
- Wrote and distributed press releases to promote RI Home Show
- Gained understanding of media streams to further advertising dollars
- Worked in cross functional team to plan, execute and evaluate large scale events

OTHER EXPERIENCE

Tony's Pizza Palace, Smithfield, RI

Waitress

February 2016-Present

ACTIVITIES/COMMUNITY SERVICE

American Marketing Association - President

URI PR Club