

Marissa Lynch

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OBJECTIVE

Seeking an internship in e-Commerce, Digital Marketing, Social Media, Site Merchandising, or a related field.

EDUCATION

University of North Texas, Denton, TX

May 2022

Bachelor of Science in Digital Retailing
Minor in Consumer Experience Management
Cumulative GPA: 4.00
President's and Dean's List

EXPERIENCE

University of North Texas Recreation Sports, Denton, TX

December 2019 – Present

Social Media/Marketing Employee

- Oversee the Rec Sports social media sites on Instagram, Facebook, and Twitter
- Design variety of content, spearhead promotional campaigns, and regularly communicate on social media sites
- Assist with creation and documentation of Rec Sports programs/events through social media, photos, and video
- Simple website updates and maintenance

The Coca-Cola Company, Denton, TX

April 2019 – Present

Campus Ambassador

- Be the face and voice of Coca-Cola on campus to enhance brand love and trust
- Engage students on campus to grow awareness of Coca-Cola products through 7 sampling events per semester
- Promote the products in the Coca-Cola portfolio and share the good the company does through social media posts
- Increase volume and sales of Coca-Cola products with local bottling company, Coca-Cola Southwest Beverages

Kroger, North Richland Hills, TX

February 2017 – Present

e-Commerce Associate (Clicklist)

- Responsible for timely retrieval, preparation, and processing of online grocery orders for customer pickup
- Process orders through the Point of Sale system and load bags into customers' cars
- Exceed customer expectations while providing excellent customer service

SKILLS

- HTML
- Adobe Illustrator
- Magento & OpenCart
- Flexibility
- Google Analytics for Beginners Certification
- Time Management

COLLEGIATE INVOLVEMENT

National Retail Federation Student Association

Treasurer

May 2020 – Present

- Collect dues, order pizza for meetings, and coordinate industry speaker transportation/parking

Rising Star Scholarship

October 2019

- Attended NRF Foundation Student Program in New York City in January 2020

Member

September 2019 – Present

- Discuss latest industry news and network with other retail students and with retailers interested in recruiting

Undergraduate Research Fellow

August 2020 – Present

- Conduct experimental design research with team through UNT Global Digital Retailing Research Center, focusing on Millennial and Gen Z consumers to understand touchpoints along their path to purchase