

AARON GREENFIELD

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EDUCATION

Florida Gulf Coast University, Fort Myers, FL

Expected April 2012

Bachelor of Science Degree in Marketing and Management (Dual Major)

Minor in Advertising

Relevant Coursework: *Introduction to Marketing, Principles of Advertising, Media Planning, Marketing Research, Consumer Behavior, Service Marketing, Integrated Marketing Communications, Business Strategy*

RELATED EXPERIENCE

Social Capital Management Intern, Coral Gables Miami

January 2012 – Present

- Daily management of organic profiles through Hootsuite to build awareness
- Develop content strategies to increase web traffic by creating interactive posts
- Support SEO and participate in weekly analysis and reporting
- Support company brand websites through posts promoting best practices to generate business leads
- Create and report on technology trends and new platforms research to support decisioning

Enterprise Rent-A-Car, Fort Myers Airport, Management Intern **September 2011 – January 2012**

- Received extensive training on effective sales strategies
- Resolved pricing and reservation issues through customer recovery techniques
- Help oversee fleet management, maintenance and operations

OTHER WORK EXPERIENCE

Customer Service Associate, Lowe's, Fort Myers, FL

May 2007 – Present

- Pricing and inventory coordination
- Promotional resets and seasonal displays
- Direct customer service and sales to brand standards
- Lead Trainer-new employee orientation
- Complete online corporate training

CAMPUS LEADERSHIP

FGCU Rugby Club, Treasurer, Fort Myers, FL

September 2011 – May 2012

- Manage funds and fee coordination with Florida Rugby Union
- Sponsorship and promotional development
- Event management and sponsorship development totaling \$3,500
- Player recruitment

SKILLS

- Proficient in MS Office Excel, Access
- Proficient in Excel graphs and formulas
- Google Docs, HangOut, and Calendar
- Adobe and Photoshop
- Social Media: FaceBook, Twitter, LinkedIn, HootSuite, Stumbled Upon, YouTube, Readit , Dig , Delicious

CAMPUS AND COMMUNITY INVOLVEMENT

- Member of the AdPros – Resident Student Organization
 - Physical Plant- Environmental Volunteer
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