

MARIFER TAMKIN

Campus Address:
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15115 N. Flamingo Drive
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CAREER PROFILE:

Marketing, sales, and International business candidate who works hard and pays strong attention to detail. Extensive experience in customer service, written and verbal communication, and creating new ideas. Passionate for being distinctive, proactive, and generating unique solutions. Seeking an opportunity to utilize and grow bilingual and analytical skills in a dynamic professional environment that prompts innovative and ambitious thinking.

EDUCATION:

Baylor University | Waco, Texas **December 2018**
Hankamer School of Business | Bachelor of Business Administration
Majors: Marketing and International Business
GPA: 3.49 out of 4.0
Hong Kong Baptist University | Hong Kong, China **Spring 2017**
Baylor University Study Abroad Program | Exchange Student

EXPERIENCE:

Baylor Marketing Research Lab | Waco, Texas **August 2017- Present**
Research Lab Assistant

- Proctored and supervised 680 students while administering subject pool surveys
- Improved and enforced research lab guidelines to ensure compliance and stimulate organizational skills
- Visualized abnormalities and responded to issues on demand by taking initiative
- Worked directly with Marketing researchers to provide good, usable, data in order to be analyzed and later published in academic papers
- Promoted and given more imperative responsibilities that will enhance and augment the future of the program

FreeTextbooks | Waco, Texas **January 2016-May 2016**
Campus Representative/ Sales Associate

- Marketed and advertised the company on social media platforms and throughout campus to increase customer awareness
- Managed sales history, textbook inventory, and transactions for 10 customers
- Collaborated with other sales members to generate over \$30,000 in textbook buybacks

Victoria's Secret Stores, LLC | Bee Cave, Texas **March 2015- August 2015**
Sales Associate

- Awarded top sales associate for exceeding daily merchandise sales goals of \$2,000 and portraying leadership skills over 3 consecutive months in a fast-paced environment
- Marketed and promoted launches of new product lines to customers
- Processed incoming merchandise and conceptualized more efficient store layouts

ADDITIONAL:

Baylor Women in Business, Fall 2017- Present
The National Society for Collegiate Scholars, Spring 2016- Present
Dean's Academic Honor List, Fall 2015 and Fall 2017
Provost's Gold Academic Scholarship, Fall 2015-Present
The Glennis McCrary Goodrich International Scholarship, Spring 2017
Awarded Scholastic Art and Writing Silver Key out of 300,000 participants, 2015
Art work published in *A Visual Bliss*, funding the Lake Travis Education Foundation, 2014
Fluent in Spanish speaking, reading and writing
Technical Skills: Qualtrics, Advanced Microsoft Excel and PowerPoint, SPSS, and Tableau