

Téa M. Simon

620 Holland Rd, Far Hills, NJ 07931 | 908.507.0794 | teasimonn@gmail.com

Motivated student (3.44 / 4.0) who demonstrates a strong work ethic and dedication to priorities. Seeking an opportunity to leverage my coursework and experiences to date to contribute to an organization while gaining new skills.

EDUCATION

Gettysburg College, Gettysburg, PA

Graduation: December 2022

- Bachelor of Arts: Sociology
- Minor: Business
- Gamma Phi Beta Sorority (Social Chair & Fidelity Chair)
- Relevant Coursework:
 - Sociology: Theories of Self, Sociology of Mass Media/Popular Culture, Field Methods in Soc Research, Data Analysis and Statistics, Sociology of Education, Women, Gender and Sexuality Studies
 - Business: Organization Theory, Finance, Statistical Methods, Marketing Management, Investment Management, Principles of Microeconomics

RELEVANT EXPERIENCE

Digital Factory Inc., Chicago, IL (remote)

Summer: 2022

Marketing Strategist (Intern)

Digital Factory is a location based (micro fencing) marketing, data and analytics platform

- Worked directly with leadership to refine external and internal messaging
- Co-developed project to align of Marketing with Sales, Finance and Delivery teams
- Lead Q3 '22 guerilla marketing campaign
 - Ideated and designed guerilla marketing tactics and ran the planning to effectively implement them for optimal brand awareness
 - Identified BFR (Black Family Reunion) non-profit agencies in support of founder lead campaign
 - Created and managed contact tracking for events
 - External lead for planning events, and inviting potential clients to company events to increase brand awareness
- Designed email marketing templates
- Presented capabilities deck to potential clients/investors
- Updated social media marketing calendar weekly

IPSOS Market Research, New York, NY

Summer: 2021

U.S. Innovation (Intern)

Fall:2021

IPSOS is a leading global market and public opinion research and consulting firm

- Supported research analysts and account managers in Consumer & Shopper Segment
- Compared and verified questionnaire data and links in support of client deliverables
- Indexed and charted data for client reports
- Provided support to the qualitative teams on day-to-day management of research projects, including project set-up/management and coordination, client servicing, fieldwork (focus groups/interviews) and basic analysis for qualitative market research projects.

Greek House

Fall: 2021

Intern

Greek House is an Inc 5000 company specializing in custom apparel for student organizations, businesses, and local groups

- Reached out to over 100 leads and prospects to drive sales and interest in Greek House
- On-boarded customers totaling in \$3,000 in sales over 3 months
- Built relationships with potential customers, existing customers, and past customers to drive sales
- Utilized Greek House's proprietary CRM and Digital Marketing Tools to drive sales, manage leads, and customer accounts
- Developed email marketing and outbound campaigns using PersistIQ to reach out to leads

- Implemented Greek House's go to market strategy for gothreadyly.com, Greek House's brand for Non-Collegiate Organizations
- Created social media pages and assets to engage with potential customers on a local basis

ADDITIONAL WORK HISTORY

Swax Lax Lacrosse Camp, Summit, NJ Summer: 2019
Lacrosse Camp Counselor

- Organized and lead practices, coached youth lacrosse camp teams

Rover.com, Bedminster and Beach Haven, NJ Summer: 2018
Dog Walker / Pet Sitter / Dog Boarding

- Leveraged Rover.com gig site and provided dog walking, in-home pet sitting and dog boarding services

Holiday Snack Bar, Beach Haven, NJ Summer: 2017- Present
Waitress

- Greeted guests, created comfortable environment, took orders, delivered meals, open, closed and cashed out registers

South End Surf'N Paddle, Beach Haven, NJ Summer: 2017
Stand Up Paddle (SUP) Instructor / Guide

- Provided stand up paddle instruction to individuals and groups
- Lead stand up paddle environmental tours of protected coastline

Woodies Drive-in, Beach Haven, NJ Summers: 2015-2016
Waitress / Night Supervisor

- Greeted guests, created comfortable environment, took orders, delivered meals, prepped food
- Created schedules, managed staff, cashed out registers, closed

Thundering Surf Water Park, Beach Haven, NJ Summer: 2014
Counter Sales

- Rotated across activity (mini-golf, water) and product (food and souvenir) sales counters

SKILLS AND INTERESTS

Social Skills: Creativity, Emotional Intelligence, Public Speaking, Communication/Organization skills, Problem Solving, Critical Thinking, Teamwork/Collaboration

Digital Skills: Email/Content Marketing, Social Media, SPSS, Wordpress, Canva, Excel, Google Forms, ThingLink

Hobbies: Writing, Skiing, Fitness, Social Media Marketing, Reading, Hiking, Travel