

Christian Bailey

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EDUCATION

University of Florida, Warrington College of Business
Bachelor of Arts in Business Administration

August 2022
Gainesville, Florida

- GPA: 3.76 (cumulative)
- Area of Specialization/Minor: Mass Communication
- Florida Bright Futures scholarship recipient

PROFESSIONAL EXPERIENCE

All Good Craft Granola Bars
Brand Ambassador Intern

April 2022 – August 2022
Virginia Beach, Virginia

All Good Craft Granola Bars is a minority-owned retail business that sells craft granola bars made from repurposed barley sourced from craft breweries. The company retails and wholesales its products.

- Participated in weekly marketing and brand strategy meetings.
- Researched potential markets, businesses, and sales strategies. Prepared research reports for the marketing team.
- Pitched ideas to grow sales, identify customers or markets, and expand brand awareness.

First Origin Mortgage Lenders
Marketing Assistant Intern

December 2021 – January 2022
Miami Lakes, Florida

First Origin Mortgage Lenders is a real estate and mortgage lender based in Miami Lakes, Florida with approximately \$100 million in loans. This was a short-term internship during UF's Winter Break.

- Monitored social media accounts on Facebook, Instagram, and other platforms.
- Analyzed social media engagement and online advertising designed to generate sales leads.
- Assisted with planning and executing events including the Alzheimer's Walk and local real estate marketing events.

Armstrong Creative Consulting
Marketing Assistant Intern

September 2021 – December 2021
Miami, Florida

Armstrong Creative Consulting, Inc. is a full-service public relations and marketing firm based in Miami, Florida. The internship allowed me to briefly shadow the CEO to gain valuable insight about running local marketing campaigns.

- Assisted with the planning and organizing of community outreach campaigns for Jackson Health, The Children's Trust, and other clients.
- Helped plan events such as Yoga Mornings, Full Moon GlowUp, and For the Love of Christmas.
- Designed marketing and branding materials for various events and public relations campaigns.

Performance Medical Management
Support Services

May 2020 – August 2020
Medley, Florida

Performance Medical Management provides centralized business services that include marketing, accounting, billing, and collections for specialty medical groups.

- Communicated with vendors and patients concerning their accounts to ensure accurate customer data.
- Entered accounting data in QuickBooks.
- Provided customer service to subsidiary locations to help them run smoothly.
- Completed payroll processing tasks, electronic filing, and financial data entry to facilitate easy access and storage of information.

LEADERSHIP AND INVOLVEMENT

- American Marketing Association, Member
- Black Students in Business, Member
- UF Student Investment Club, Member

SKILLS AND CERTIFICATIONS

- **Technical Skills:** Proficient in Microsoft Word, Microsoft Excel, and Adobe Spark
- **LinkedIn Certifications:** Marketing Foundations, The Habits of Successful Marketers, Aligning Sales and Marketing, Business Analytics: Marketing Data, Marketing Analytics: Studying and Measuring KPIs
- **Relevant Coursework:** Principles of Marketing, Principles of Advertising, Principles of Public Relations