

CHARLOTTE BELKE

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EDUCATION

Chapman University, Argyros College of Business and Economics

Bachelor of Science in Business Administration, Emphasis in Entrepreneurship

December 2023

Relevant Coursework: Financial Management, Information Systems, New Product Development, Digital Marketing

Fowler School of Engineering Minor in Data Analytics

Relevant Coursework: Econometrics, Data Science, Enterprise Data Management

Charles III University of Madrid, Study Abroad Spain

January 2023 – June 2023

Relevant Coursework: International Business Management, International Marketing, Organization Behavior

CERTIFICATIONS

Chapman Certificate of Applied Statistical Analysis

December 2023

Proficient in statistical analysis and forecasting, applying various methodologies to extract insights from data sets

Bloomberg Certificate

December 2023

Certified in Bloomberg Financial Tools, enabling advanced data analysis and understanding of financial markets

EXPERIENCE

2B Advice LLC – Carlsbad, CA

January 2020 – February 2023

Marketing Coordinator

- Created one daily Social media post for a robust brand presence for 2b Advice's SaaS on LinkedIn, Twitter, and Facebook to increase follower engagement by 7%, demonstrating proficiency in social media platforms and basic design skills in Adobe InDesign and Canva
- Conducted market research and translated new and used data analysis for relevant Data Privacy Content to publish on the Company website to engage potential customers of English and German-speaking countries using SEO, WordPress, and Google Analytics, increasing website traffic by 8%
- Tracked and analyzed campaign performance (KPI) bi-weekly to optimize future marketing efforts and gained hands-on experience in a fast-paced marketing environment

Chapman University – Orange, CA

August 2021 – June 2022

Resident Advisor

- Interacted with residents in a team of 9 to establish rapport and offer assistance when required
 - Enforcing campus laws, directing residents to appropriate resources, and aiding in times of crisis
 - Provided mentorship and support to a diverse group of residents, fostering a positive and inclusive community
 - Created social and learning events for residents to help foster relationships with peers
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SKILLS & INTERESTS

Computer and Data Visualization Tools: Tableau, Python, R (basic), SQL (basic), Business Intelligence, Statistical Analysis, Search Engine Optimization, SEO, WordPress, Microsoft Excel (Vlookup, IFS, Pivot Tables, Filters, Conditional formatting, etc.), Slack, Teams, WordPress.

Languages: German (native), Spanish (advanced understanding, basic speaking), English (native level)

Relevant Skills: Critical thinking, communication, flexibility, adaptability, goal-oriented and self-management skills, problem-solving, and eagerness to learn.

Interests: Golf, Travel, Pinterest, Fashion, Sumdoku

VOLUNTEER WORK

Gamma Phi Beta, Member

January 2020 – Present

- Responsible for attending weekly chapter meetings, and demonstrated commitment to community service and philanthropy by volunteering for various charitable initiatives
- Played a key role in successfully raising \$80,000 for the Girls on the Run organization through the coordination and execution of the highly successful "Airbands" event