Abbie Winn Neumayer

952-232-9698 | awn17@miami.edu | www.linkedin.com/in/abbiewinnneumayer | abbiewinn.com

EDUCATION

University of Miami Herbert Business School **Coral Gables, Florida**
Bachelor of Business Administration in Marketing *Expected* May 2026

- **Honors:** Dean's List (Fall 2022, Spring 2023, Spring 2024, Fall 2024, Spring 2025)
- **Relevant Coursework:** Professional Selling, Principles of Macreconomics, Principles of Microeconomics, Foundations of Marketing, Quantitative Applications in Business, Business Analytics, Intermediate Business Statistics, Cases in Marketing Analytics, New Product Development, Marketing for Entrepreneurs, Marketing Management, Artificial Inteligence for Advertising, Critical Thinking and Persuasion for Business, Inside the Mind of the Entreprenurial CEO

WORK & LEADERSHIP EXPERIENCE

Luxury Marketing & Sustainable Fashion in Japan **Kyoto & Tokyo, Japan**
Summer Program June 2025 – *July 2025*

- Immersed in Japan's luxury fashion ecosystem, analyzed consumer behavior, retail strategy, and brand positioning through visits to ateliers, concept stores, and flagship boutiques.
- Produced a sustainability playbook mapping supply-chain risks, circular business models, and low-impact materials into actionable marketing and product strategies.
- Conducted field research on story-driven retail experiences and cultural buying habits, shaping market-entry and customer-engagement recommendations.
- Partnered with designers and brand managers to translate ESG insights into marketing campaigns, strengthening brand equity and loyalty.

Taylor Corporation **Eden Prairie, Minnesota**
Sales Intern June 2024 – *August 2024*

- Managed 35 customer accounts, collaborating with Business Development Associates to convert leads and grow sales.
- Led 25+ cross-department meetings with marketing, tech, and HR teams to understand enterprise operations and accelerate customer solutions.
- Visited five production facilities to connect manufacturing insight with client needs, improving supply-chain understanding and consultative selling.
- Actively participated in customer calls and helped develop personalized touchpoints, contributing to increased engagement and client satisfaction.

Alpha Kappa Psi – Beta Pi Chapter **Coral Gables, Florida**
Pledge Educator, Internal Finance Committee Novemeber 2023 – *Present*

- Orchestrate targeted fundraising campaigns and initiatives within by attending monthly meetings, leverage strategic planning and innovative approaches to consistently exceed fundraising goals and secure vital resources for the organization's growth and operational needs
- Demonstrate strong leadership skills contributing to the organization's success through effective collaboration and coordination with fellow members in various team-oriented projects
- Exhibit exceptional organizational abilities by actively participating in event planning and execution, ensuring the smooth coordination of professional development workshops and networking events

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in Spanish, Conversational Proficiency in American Sign Language
Technical Skills: Adobe Lightroom Classic, Final Cut Pro, Microsoft Excel
Activities: National Charity League, Dance Teacher Assistant, Women in Business, Swim Team
Interests: Ballet, Biographies & Fantasy Novels, Country Music, Dallas Cowboys, Health & Wellnesss