

# Juliana Clark

Greater Philadelphia Area

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## EDUCATION

### UNIVERSITY OF DELAWARE

Alfred Lerner College of Business and Economics

*Bachelor of Science, Marketing and Management*

Minor: Business Analytics

GPA: 3.94/4.0

Newark, DE

May 2023

- **Awards & Honors:** Dean's List (Fall 2019–Fall 2022), Lerner Business Administration Department's Distinguished Management Juniors Award, UD Provost Scholarship, Excel Program Scholarship, Chi Omega Rho Lambda Scholarship Recipient

## PROFESSIONAL EXPERIENCE

### Amazon Web Services

*Technical Sourcing Recruiter Intern*

Remote

June 2022 - September 2022

- Sourced 250+ SDEII candidates per week while, utilizing various recruiting platforms such as Beamery, HireEZ, and LinkedIn Recruiter
- Analyzed trends in the company's data and metrics to assess the benefits and risks associated with implementing a centralized hiring process, which was presented to a panel of 8 individuals
- Interviewed 15 employees to observe trends in the current hiring model as well as what aspects can be improved

### Lerner Career Services

*Intern*

Newark, DE

April 2020 - Present

- Critique 80-100 resumes weekly through Handshake to ensure professionalism in business students & increase Lerner student statistics
- Assist students with enhancing their LinkedIn accounts in order to attract employers and increase profile views
- Mentor and advise 20 students per week during Lerner Drop-In hours to provide resume assistance, mock interviews, and guidance in their job search

### Siegfried Group

*Marketing Intern*

Remote

February 2022 - May 2022

- Created 50+ resumes and profiles with new hires' information to provide to clients in order to increase firm's business success
- Assisted with all marketing related needs in preparation for new website launch campaign

### The Melini Group

*Training Coordinator Intern*

Remote

January 2022 - February 2022

- Created innovative training programs for the professional development of client management groups containing 20+ new hires
- Provided effective feedback and insight to 5+ speakers to enhance their TED Talks before production day

## ACTIVITIES

### UDance Dance Marathon

*Productivity and Wellness Chair*

Newark, DE

May 2022 - Present

- Responsible for maintaining accountability and organizing social-emotional wellness initiatives for an Executive Board of 40+ individuals
- Design merchandise and manage all sales while working closely with our clothing vendor, which successfully made a total of \$3,000 thus far

*Permits and Organization Liaison Chair*

May 2021 - April 2022

- Was responsible for obtaining permits for students interested in going canning as well as assigning permitted locations to respective organizations to raise additional funding
- Organized the logistics of Canning Week which was a weeklong effort to market canning's return to campus (raised a total amount of \$7,092.73)

*Community Outreach Committee*

June 2020 - April 2021

- Created Facebook posts and sent emails to approximately 1,000 Alumni in order to increase awareness of UDance throughout the community

*Engagement Coordinator*

September 2019 - March 2020

- Initiated and led events to raise funds for the B+ Foundation and increase student involvement
- Attended weekly meetings to streamline communication between the Executive Board and residence hall of 150+ individuals

### Lerner Executive Mentoring Program

*Mentee*

Newark, DE

September 2021 - Present

### Blue Hen Marketing Club

*Director of Fundraising & UDance*

Newark, DE

April 2021 - May 2022

- Led fundraising efforts for 40+ members while also encouraging club participation in UDance by raising a collective total of \$2,697

*Events and Promotions Committee, Consulting Committee*

October 2019 - April 2021

- Worked with local companies to promote their businesses using digital marketing strategies and created graphics for club events

### Chi Omega Fraternity, Rho Lambda Chapter

*Alumni & Career Opportunities Chair*

Newark, DE

December 2021 - December 2022

- Actively matched 25+ sisters with alumni in their field or major as I have started a new Rho Lambda Alumni Mentor Program for the chapter

## SKILLS

- Proficient in Microsoft Office (Word, Excel, Outlook, Access, and PowerPoint)
- Thorough understanding of social media trends and analytics: Instagram, TikTok, Twitter, Facebook
- Proficient in various recruiting software platforms, such as LinkedIn Recruiter, Beamery, and HireEZ
- Beginner knowledge in Python, RStudio, Tableau, WordPress, SQL, and SPSS