

Brooke Bischoff

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SUMMARY

Aspiring and versatile business professional seeking an opportunity to apply my creative thinking, problem-solving, and leadership skills within the marketing field. My core capabilities utilize market insights, combined with content creation generating customer engagement to deliver impactful campaigns to increase ecommerce growth.

EDUCATION

San Diego State University, Fowler College of Business, San Diego, CA

Graduation: May 2024

B.S. in Business Administration, Marketing, Minor in Dance

GPA: 3.34

Relevant coursework: Principles of marketing, consumer behavior, direct marketing, marketing research, business tools for data analysis

Certifications: SimNet Yellow Belt Excel Certification, Microsoft Office Specialist: Excel Associate, Google Analytics

Marketing Skills: Microsoft Office (Excel, PowerPoint) | Salesforce | Google Analytics | MailChimp | SEM Rush | Adobe Creative Cloud

Soft Skills: Critical Thinking | Teamwork | Adaptability | Communication | Conflict Resolution | Analytical Skills | Interpreting Data Insights

PROFESSIONAL EXPERIENCE

ZIP Launchpad, San Diego State University, San Diego, CA

January 2024-Present

Marketing Intern for Spring Semester

- Manages digital ad campaigns through MailChimp and Salesforce to optimize reach and engagement all leading to registrants conversions month over month
- Derives valuable insights from data to guide decision-making, improve strategies, and presents relevant metrics
- Proactively interacting with students on the SDSU campus to increase brand awareness of the ZIP Launchpad initiative
- Crafts content through social media platforms, increasing customer views, and driving engagement to the website

Keller Williams Realty, San Diego, CA

February 2024-Present

Real Estate Intern

- Demonstrates professionalism and strong communication skills while interacting with colleagues, and industry professionals
- Attends internship meetings where interns meet with our office leaders to ask valuable questions and network
- Participates in property showings and open houses, gaining hands-on experience in client interactions

Soccer Shots San Diego SDCC, San Diego, CA

November 2023-February 2024

Marketing & Events Intern for Winter Season

- Collaborated with the marketing team to develop and implement advertising initiatives
- Created social media content for the Soccer Shots Instagram which increased engagement rates by 10% month over month
- Utilized data analytics to derive insights for informed decision-making and strategy enhancement

Wilson Sporting Goods Co. Headquarters, Chicago, IL

May 2023-August 2023

Merchandise Planning & Allocations Summer Intern

- Utilized analytics to maximize sales and deliver forecasted plans for apparel stock ordering and store deliveries
- Analyzed product hierarchy by reviewing current data and corrected future product placement within their SAP system
- Examined individual store and warehouse inventory in our top product categories for replenishment
- Collaborated with retail counter parts to implement apparel re-stocking plans

SDSU Aztec Shops, San Diego State University, San Diego, CA

April 2022-November 2023

Crew Lead

- Managed work schedules and assigned 30+ employees to specific duties and tasks
- Assisted management in daily unit operations to ensure that proper procedures are in place

Dicks Sporting Goods, Geneva, IL & San Diego, CA

June 2020-February 2022

Apparel Associate

- Arranged new shipment items on store walls to entice and appeal to customers
- Created new inventory outfits on mannequins to display products for visual attraction to store product
- Mentored apparel team of 3-4 members through the process of unloading inventory trucks and through merchandising process

Elite Academy of Dance, South Elgin, IL

September 2020-July 2021

Dance Instructor

- Implemented curriculum tailored to students' age, skill level, and learning objectives, ensuring effective dance instruction
- Provided personalized feedback and guidance to students to support their technical development and overall growth

ORGANIZATIONS

Business Careers in Entertainment Club, San Diego State University

January 2023-Present

Active Member

- Attends social events with insightful guest speakers and an opportunity to network with industry professionals
- Connects with members through one of BCEC's local professional chapters across California

American Marketing Association, San Diego State University

January 2023-January 2024

Social Director on Executive Board

- Organized 8+ social events during semester with over 100 attendees to promote networking opportunities amongst other members
- Connected with marketers through one of AMA's 70+ local professional chapters across North America