

RAQUEL WHEDBEE

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EXECUTIVE SUMMARY

Highly motivated marketing student with a passion for connecting with people in an engaging and optimistic manner. Possesses a keen understanding of teamwork and collaboration. Professional experience includes customer service and sales. Attentive to detail and organized. Always committed to being solution-oriented.

EDUCATION

The University of Central Florida Bachelor of Science in Business Administration, Marketing December 2020
Overall GPA: 3.91

Palm Beach State College Associate of Arts – AA August 2018
Overall GPA: 4.00

EXPERIENCE

Charming Charlie – *Styles Specialist*; Wellington, FL April 2018 – August 2018

- Processed transactions to meet daily, monthly, and weekly sales quotas
- Provided excellent customer service, while pitching merchandise and weekly promotions to clients
- Tracked sales metrics and developed sales tactics along with supervisors to increase revenue
- Assisted supervisors in setting floor sets and distributing promotional materials to generate more leads

Panera Bread – *Cafe Associate*; Royal Palm Beach, FL October 2017 – November 2017

- Responsible for informing customers of promotions, items, rewards programs, while upselling to meet daily sales quotas
- Accountable for accurately preparing menu items, drinks, and catering orders to increase customer retention rates
- Assisted supervisors when handling customer discrepancies to improve customer satisfaction

ACADEMIC PROJECTS

MAR3721 – Digital Media Marketing Campaign - *Client: Sugar10 Health* September 2019 – November 2019

Sugar10 Health is a health services company in Central Florida that specializes in preventive cardiology

- Created engaging content across social media platforms to increase brand awareness to Sugar10 Health's target market
- Constructed a landing page and ran online advertisements for lead generation
- Analyzed success of marketing tactics using Google Analytics and Facebook Business Ads Manager
- Consulted the founders of Sugar10 Health on potential changes to their marketing strategy

ACADEMIC ACTIVITIES

American Marketing Association – UCF Chapter - *Active Member* October 2019 – Present

- Attend professional events to learn from marketing professionals who work in the Central Florida region
- Network with students to share ideas and inspire each other about business, marketing, and technology

HONORS

• Academic Honors: Dean's List May 2018 – August 2019

ADDITIONAL INFORMATION

Computer Skills: MS Excel, Word, PowerPoint, Canva

Certifications: Facebook Blueprint (in progress)

Interests: Collaborating, learning, and strategizing

Work Eligibility: Eligible to work in the U.S. with no restrictions