

# JULIA SMITH

Overland Park, KS 66223

✉ jesmith208@gmail.com

☎ 913-669-3549



<https://www.linkedin.com/in/julia-smith17/>

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## EDUCATION

### Bachelor of Science in Business Administration

Kansas State University | Manhattan, KS

May 2025

- Major: Marketing
- Certificate: Professional Strategic Selling

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## EXPERIENCE

### Campus Manager

Fresh Prints | Virtual

Jul 2023 - Present

- Marketing and networking our company to gain clients and create sales
- Formulate strategies to enhance client engagement through innovative and effective ideas
- Create proofs and work with all members of the team within the company to finalize the sale
- Brought in the second most amount of sales within the new campus managers nation wide

### Cake Decorator

Price Chopper Enterprises | Overland Park, KS

Feb 2018 - Dec 2024

- Successfully managed multiple cake orders simultaneously, consistently meeting deadlines
- Handled customer complaints calmly and professionally, resolving customer issues promptly
- Followed all store policies and procedures, resulting in fewer mistakes and improved customer service

### Marketing Intern

Anthony's PHCE | Lenexa, KS

May 2023 - Aug 2023

- Created and managed engaging social media content that increased engagement
- Conducted market research that identified key customer segments and generated new product ideas
- Engaged meetings to see how the marketing initiatives reflect through revenue reports and customer growth

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## CAMPUS INVOLVEMENT

### Member

Delta Delta Delta, Kansas State University

Fall 2021 - Present

- Organize and create teams to get people involved on campus with intramural
- Plan and strategize activities for Mom's and Dad's weekend

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## SKILLS

Canva • RStudio • MS Excel • MS Powerpoint • MS Word