

# Julia G. Perich

Tonganoxie, KS 66086 | [jperich@ksu.edu](mailto:jperich@ksu.edu) | (913) 416-3679 | [LinkedIn](#)

## EDUCATION

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**Kansas State University**, Manhattan, KS Expected: May 2025  
Bachelor of Science in Psychology, Minor in Management GPA: 3.43  
Professional Strategic Selling Certificate  
• Dean's List, recognized for 3.75 GPA or higher Fall 2022

### Activities/ Organizations:

College of Business Ambassadors, Pre-Pharmacy Club, Women in Business, Women's Club  
Volleyball, Alpha Delta Pi Sorority, Christian Challenge.

## RELEVANT COURSEWORK

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**Fundamentals of Professional Selling** Aug 2024 – Oct 2024

- Conducted a sales role-play in order to practice strategies for needs analysis, negotiation techniques, customer relationship management, and objection handling.
- Analyzed real-world sales challenges through case studies; applying problem-solving and strategic thinking.

**Experimental Methods of Psychology Lab** Jan 2024 – May 2024

- Led a research study that examined how anxiety influences academic performance in college students.
- Presented findings and conclusions in a detailed report and presentation adhering to APA guidelines.

## WORK EXPERIENCE

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**Sales and Management Intern** | Buckle, Inc. Kansas City, KS May 2024 – Aug 2024

- Directed department operations by creating and executing business plans, setting strategic goals, and managing performance metrics for overall business development.
- Achieved substantial growth within said department, increasing performance ranking metrics from 159th to 87th and 125th to 72nd.
- Lead team meetings; educating and aligning employees on products and service expectations to build a more comprehensive understanding.

**Digital Marketing Specialist** | Alpha Delta Pi, Kansas State University Nov 2022 – May 2023

- Conceptualized, created, and published compelling content, consistently achieving a frequency of uploading 20-25 posts per month to encourage brand visibility.
- Increased follower count by 20.7% over 6 months and average engagement by 17.6%.
- Developed and executed digital marketing campaigns that aligned with organizational goals, with a focus on community and member engagement.
- Designed visually appealing flyers and promotional materials for various events, holidays, and special occasions, ensuring consistent brand messaging.

## SKILLS

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- **Technology platforms:** Microsoft Office Suite, Google Suite, Qualtrics, Jamovi, Salesforce, Seamless.AI, Trailhead, xiQ
- **Effective management of:** Instagram, Facebook, & TikTok.