

BLYTHE WICKSTRUM

B U S I N E S S M A R K E T I N G

✉ b.wickstrum@aol.com

☎ 214-422-3812

🌐 www.linkedin.com/in/blythe-wickstrum

EDUCATION

Bachelor of Science in Business Administration | Expected: May 2025

Kansas State University | Manhattan, KS

GPA: 3.47 **Major:** Marketing. **Minor:** Entrepreneurship Professional Strategic Selling Program

EXPERIENCE

Campus Sales Representative | Sep 2024 - Present

The Collegiate Lineup

- Maintain records of customer accounts
- Develop content for sales presentations or other materials
- Provide feedback to product design teams to tailor products to clients' needs
- Gather customer or product information to determine customer needs
- Achieved \$15,000 in product sales within the first two weeks of employment, demonstrating exceptional sales acumen and rapid adaptation to the role

Data Entry Clerk | Aug 2021 - Present

Wickstrum Agricultural Entities | Westmoreland, Kansas

- Work performed during the academic year
- Record employee time cards in an Excel spreadsheet
- Create pay and tax schedule spreadsheets in Excel for Office Manager
- Track commodity ticket information for 50+ ranchers and ensure accurate data is sent to the accountant

Account Management Sales Intern (Healthcare) | May 2024 - Aug 2024

Gartner | Manhattan, KS

Gartner.com

- Worked with Gartner account executives/sales team and their clients/prospects to understand and develop best practices for retention, growth, and engagement
- Gained real-world sales experience through shadowing associates and practicing different components of Gartner's sales methods and processes
- Developed strong communication skills and executive presence through interactions with C-Level clients

Sales and Marketing Intern | May 2022 - Aug 2022

Greek House Apparel | Remote

- Researched prospective new accounts
- Weekly marketing strategy sessions with marketing managers and mentors
- Worked on new digital marketing campaigns
- Effective in communication, offering well-developed analytical skills

Retail Sales Associate | Nov 2019 - Dec 2020

Old Navy | Flower Mound, Texas

- Assisted customers with sales purchases at the checkout register
- Took inventory, assessed product stock, and restocked merchandise
- Maintained the sales floor to company's visual product standards
- Increased number of store credit card holders through application process

CAMPUS INVOLVEMENT

Active Member | Oct 2021 - Present

Zeta Tau Alpha Sorority at Kansas State University

Member | Oct 2021 - Present

Women in Business Club at Kansas State University

Mental Health Chairman | Aug 2021 - Dec 2022

Zeta Tau Alpha Sorority at Kansas State University

VOLUNTEER / UNPAID WORK EXPERIENCE

Volunteer | Oct 2021 - Present

Special Olympics Sports Volunteer

Interim House Manager | Dec 2022 - Mar 2023

Zeta Tau Alpha at Kansas State University

- Conducted residence move-out and move-in during residence renovation
- Assigned residence contracts for 2023-2024 based on membership fulfillment
- Communicated with in-house staff and contacted contractors to uphold a safe and well-maintained residence
- Assumed house mother duties in her absence, including taking inventory of residential supplies and conducting resident meetings

Participant Buddy | 2019 - 2021

Tim Tebow Night to Shine