

Chadwick A. Business

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EDUCATION

Bachelor of Science in Commerce and Business Administration, Expected, May 2023

The University of South Alabama, Mitchell College of Business, Mobile, AL

Major: Marketing

Minor: Management

Overall GPA: 3.3/4.0

WORK EXPERIENCE

Marketing Intern, Roberts Brothers Real Estate, Mobile, AL, *August 2022 – Present*

- Utilized software to automatically push out content to social media sites daily and analyze the reach and impact of each post
- Worked alongside President to develop new marketing strategies and campaigns
- Participated in weekly team meetings and contribute to brainstorming and idea generation
- Managed four different social media sites for the company, including Facebook, Instagram, Twitter, and LinkedIn
- Grew social media following by 15%
- Worked with marketing department staff to create a winter mailing campaign

Tennis Coach, Mobile Tennis Center, Mobile, AL, *May 2021 – August 2021*

- Developed individual and group tennis programs and lesson plans
- Helped players master their forehand, backhand, and serving techniques
- USTA Safe-Play certified

Lawn Care Provider, Various Clients, Spanish Fort, AL, *April 2020 – September 2020*

- Maintained lawns for 10 clients each week
- Promoted lawn care services through social media, flyers, and emails
- Tailored services to meet each client's expectations

LEADERSHIP EXPERIENCE

Mitchell College Ambassador, Mitchell College of Business, *August 2022 – Present*

- Represent the college in meetings with external constituents
- Serve on the MCOB Strategic Planning Committee
- Meet with prospective students at USA Day
- Assist with new student orientation and registration

Chairperson of the Marketing Committee, Dance Marathon, *August 2022 – Present*

- Managed a team of 10 to organize promotional campaigns, led to a 20% increase in participation
- Created monthly marketing campaigns to promote awareness (graphics, social media, email campaigns)
- Created coordinated graphics for email, print, and event T-shirts

College Athlete, Men's Tennis Team, *August 2020 – Present*

- Maintained a full course load with a 3.3 GPA while training 20 hours per week
- Represented The University of South Alabama in a positive light through sporting events, publicity events, and media interviews
- As co-captain, created a positive, inclusive environment for over 10 athletes

VOLUNTEER SERVICE

Mobile BayKeeper (45 hours)

Krewe de Rescue (60 hours)

HONORS AND INVOLVEMENT

Mitchell Scholars Scholarship

Honors College

President's List (3 semesters)

First Year Council

Golden Key

Mortar Board

Improv USA

Disk Golf Club