

Riya Singh

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EDUCATION

Southeastern Louisiana University (SLU) Hammond, LA *Bachelor of Arts in Marketing; Spanish minor* May 2021 Major GPA: 3.50/4.00; Overall GPA: 3.65/4.00

RELEVANT EXPERIENCE

Marketing Intern Baton Rouge, LA *Louisiana Department of Labor* May 2021 – July 2021 • Screened 40+ applicants for open positions daily, paying attention to detail and clearly communicating job requirements to potential candidates
• Retrieved unemployment claims, collected confidential customer information, and conducted daily log entries diligently

Chairman of Advertising/Public Relations Baton Rouge, LA *American Red Cross, Fundraising Committee* January 2020 – May 2020 • Coordinated and supervised a 6-member committee and maximized committee potential by delegating to members' strengths

• Provided personal outreach to various media outlets which led to first-time coverage from 4 outlets • Wrote press releases and secured media publicity through radio, paper, and internet sources, positively representing the brand

RELEVANT PROJECT EXPERIENCE

Social Media and Digital Marketing, SLU Hammond, LA *Group Project* January 2021 – May 2021 • Collaborated with 5-person team to develop action plan for addressing marketing strategies for Fortune 500 company • Researched client needs and created solution-based layout to best suit functionality requirements • Led project with confidence through organizing team meetings, tracking progress, and providing forum for discussion

CUSTOMER SERVICE EXPERIENCE

Server Hammond, LA *Olive Garden* August 2019 – Present • Provided excellent customer service to 50+ patrons per shift in a fast-paced, time-intense environment • Demonstrated keen attention to detail by managing financial transactions totaling up to \$2,000 • Trained 5+ new employees each month on business operations and offer constructive feedback • Successfully and consistently upsold desserts, appetizers, and special promotions; won upselling contest 4 times

Assistant Store Manager Baton Rouge, LA *The Body Shop* August 2018 – December 2019 • Exceeded \$2,500 weekly sales quota by 10% and targeted customer behavior to increase sales

• Handled amounts exceeding \$5,000 daily while maintaining accurate balances and deposits
• Regularly scheduled and supervised duties of 6 employees
• Conducted opening and closing procedures such as product inventory, store cleaning, and accessing multiple security systems
• Exemplified reliability and punctuality by completing all assigned tasks in a timely manner

HONORS & AWARDS

Taylor Opportunity Program for Students Scholarship Recipient, President's List (3 semesters), Dean's List (3 semesters)

CAMPUS & COMMUNITY INVOLVEMENT

Southeastern Marketing Association, Member August 2019 – Present **Habitat for Humanity, Volunteer** July 2019 – August 2020 **Southeastern Running Club, Member** July 2018 – January 2019

SKILLS

Language: conversational Spanish, skilled in written Spanish

Technical: proficient in Bloomberg Terminal, proficient in Microsoft Office Suite