SALLY RALLYCAT

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# EDUCATION

## University of Vermont Grossman School of Business, Burlington, VT Expected May 2023

## Bachelor of Science (B.S) in Business Administration, Minor in Parks, Recreation & Tourism

* G.P.A 3.4/4.0
* Dean’s List, Spring 2020

# WORK EXPERIENCE

**UVM Grossman School of Business, Center for Student Success,** Burlington, VT *September 2019 - Present*

## Office Assistant

* Serve as customer-facing point of contact for busy main office, providing information and answering questions for over 2,000 constituents including faculty, staff, students, and parents
* Assist with communications projects, including making event posters and updating social media
* Maintain office organization while on duty by triaging urgent concerns and alerting advising team to student needs
* Update school-wide career platform, including approving new posts by following advisor guidelines

**Sparky’s Ice Cream,** Columbia, MO *Summer 2020*

## Server

* Ensured customer satisfaction through excellent service, including greeting customers and answering questions
* Increased social media engagement through content creation, community outreach, and competitor research, ultimately boosting follower counts on Instagram and Facebook by 30%
* Collaborated with a team of five other staff to keep workspace organized, efficient, and clean
* Successfully handled an average of $6,000 per day through cash and card transactions

**Columbia Parks & Recreation,** Columbia, MO *June 2017 – June 2019*

## Summer Recreation Assistant

* Served as first point of contact for over 15,000 residents and visitors who actively used Parks & Rec services
* Developed and maintained high-touchpoint marketing displays, focusing on dynamic, fresh content each week
* Planned and executed marketing plan for launch of $800,000 new pool project, including posting to social media, drafting press releases, and presenting for over 3,000 elementary school students.
* Oversaw organizational system in office, including following critical safety and information privacy procedures

# INVOLVEMENT

**Family Enterprise Case Competition (FECC),** Burlington, VT *January 2019*

## Room Coordinator

* Oversaw compliance with competition regulations, including answering competitor questions and judge inquiries
* Led communication with teams and judges for each competition presentation
* Represented international-level competition throughout school year by promoting to classmates and across UVM

**Alpha Chi Omega**, Burlington, VT *August 2018 – August 2019*

## Member; Website Chair

* Coordinated campus involvement in philanthropy, including major fundraiser that raised all-time record of $7,500
* Assisted VP of PR & Marketing with chapter website, overseeing updates to information, photography, and design

# SKILLS & HONORS

* Skills: Content creation, project organization, office management, customer engagement, basic graphic design
* Software & Platforms: Microsoft Office Suite, Canva, Instagram,
* Additional Honors: Missouri Scholar’s Academy (2018); National Merit Scholar (2019)