

Stephan Covington

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OBJECTIVE

A Digital Marketing Internship with Tower Marketing

EDUCATION

Albright College

Bachelor of Science in Business Administration - Marketing Track

- Business Administration GPA: 3.4/4.0; Cumulative GPA: 3.1/4.0

Relevant Courses: Marketing Strategies & Policies, Marketing Research, International Marketing, Marketing Management, Financial Management, Statistical Analysis for Economics, Financial Accounting

Study Abroad: Faculty-Led Travel Experience - Sociology of Ecotourism in Costa Rica

Reading, PA

December 2021

RELEVANT ACADEMIC PROJECTS

Marketing Management, Albright College

Virtual Business Marketing project

- Collaborated with team of three peers to create and operate a virtual business by first researching companies providing similar service and needs of local population
- Developed business marketing plan, implemented strategy, and made important business decisions relating to budget including operating and marketing expenses
- Created marketing campaign through researching demographics and targeting potential clients

Financial Management, Albright College

Virtual Stock Market Competition

- Researched stocks using the Wall Street Journal, Hoovers, Bloomberg Terminal, and other business resources, requiring critical thinking and decision making abilities
- Analyzed the fluctuation of stock prices and made calculated decisions on transactions resulting in maintenance of a total equity greater than \$550,000 over a four-week period
- Finished competition in first place with a total return of 13.07%

Reading, PA

Spring 2020

Reading, PA

Fall 2019

RELEVANT EXPERIENCE

Albright College, Experiential Learning and Career Development Center

Office & Marketing Assistant

- Developed, in conjunction with staff, a marketing campaign for office outreach to students
- Create posters using demographic information of targeted group to advertize center events and workshops, increasing attendance by 50% for 3 major networking events
- Serve as Economics and Business Department outreach coordinator and meet with faculty and students to present related information regarding career development and study abroad activities
- Organize office supply room, saving money by preventing order of duplicate supplies and maximizing use of existing materials
- Provide friendly customer service while scheduling appointments over the phone and in person

Reading, PA

Spring 2020 - Present

OTHER EXPERIENCE

Applebee's

Server

- Accurately record and manage orders for multiple guests at up to eight tables simultaneously anticipating and addressing guests' needs including answering questions about menu
- Delivered exceptional, friendly and fast service, exceeding guests' expectations, evidenced by personal guest requests and positive comments

Reading, PA

Winter 2018 - Present

CAMPUS & COMMUNITY INVOLVEMENT

Alpha Sigma Phi, Secretary & Philanthropy Committee Member

Albright College, Peer Orientation Person

Fall 2019 - Present

Spring 2019 - Present

SKILLS

Language: Spanish: fluent in reading, writing, and speaking

Computer: Microsoft Word, Excel, PowerPoint, Publisher; Adobe Illustrator, Photoshop

Social Media: Facebook, Twitter, Instagram, Tumblr, Snapchat, LinkedIn, YouTube