**Sally Saltwater**

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Education

*Indiana University* May 2020

Kelley School of Business Bloomington, IN

Major: Management, Digital and Social Media Business Applications

GPA: 3.3/4.0

Internship Experience

Target, Minneapolis, MN May 2017-August 2017

*Intern*  Bloomington, IN

* Assisted in analyzing data to improve marketing efforts by using Google Analytics and other email and social media analytical tools
* Learned about search engine optimization and search engine marketing
* Prepared a presentation to share research results with the marketing team

Business Experience

Program for Business Strategies May 2016-August 2016

*Student*  Rome, Italy

* Attended seminars and workshops to better understand and improve my knowledge on foreign business policies
* Researched and developed an individualized plan to better improve the funding for business marketing materials
* Traveled and toured through several businesses within the district in Italy to better educate ourselves and understand reasoning for strategic moves within a possible business structure

Kelley School of Business November 2016-present

*Peer Leader* Bloomington, IN

* Mentor Kelley School of Business students on current academic or personal related difficulties faced by establishing strong relationships with fellow students within similar majors
* Lead tours throughout the Kelley School of Business especially to incoming freshman and transfer students to increase awareness about the school

Community Involvement Experience

Indiana University Dance Marathon August 2016- November 2016

*Dancer*  Bloomington, IN

* Invested 12-14 hours weekly planning IUDM, Indiana University’s largest philanthropy, and the nation’s second largest philanthropy, which raised over $3.8 million for Riley Children’s Hospital this past year
* Motivated and lead over 3400 participants for the 36-hour event by bringing spirit and excitement to all hours of the event