

Brittany Lark

SUMMARY

Involved and driven Marketing student at the University of Central Florida with an interest in consumer insights marketing research. Experience in an advertising agency setting assisting the research department with surveys and reporting both quantitative and qualitative data. Eager to learn new skills and improve current abilities through an internship or part-time position in an advertising agency, a research firm, or a corporation.

EDUCATION

University of Central Florida, Burnett Honors College
Major: Marketing | Minor: Mass Communication
GPA: 3.94
Anticipated Graduation: August 2016
Memberships: Collegiate DECA, College of Business Student Ambassador Program, Society for Marketing Professional Services (SMPS), Ad Club, American Marketing Association Central Florida

MARKETING RESEARCH PROJECTS

Decision Making Research, Marketing Analysis & Research Class

- ❖ Determined a market research question
- ❖ Developed moderator's guides
- ❖ Moderated 2 focus groups
- ❖ Used focus group data to form recommendations

Client Research, Consumer Behavior Class

- ❖ Conducted 10 depth interviews with potential clients
- ❖ Determined awareness, interest, and need for the given firm's services

AWARDS AND CERTIFICATIONS

AMA Collegiate Marketing Research Certificate
Certificate in European Business and Political Studies

- ❖ Completed one month long study abroad exchange at Institut Commercial de Nancy (ICN) in France

Florida Collegiate DECA Career Development Conference case study competitions

- ❖ 1st place in International Marketing (March 2015)
- ❖ 2nd place in Travel and Tourism Marketing/Management (March 2014)
- ❖ 3rd place in International Marketing (March 2014)
- ❖ Finalist in Marketing Management (March 2015)

EXPERIENCE

Research Intern, MMGY Global
May 2015 – November 2015

- ❖ Created and programmed a survey in SurveyMonkey to collect insights for the summer intern project
- ❖ Analyzed a data set of over 2,000 survey responses for the summer intern project using SPSS and Excel
- ❖ Used key insights to develop marketing recommendations to be included in the summer intern project client pitch
- ❖ Sorted and grouped qualitative survey data for both the summer intern project and research department clients
- ❖ Prepared and edited PowerPoint reports of findings with as many as 200 slides

President, Collegiate DECA

April 2015 – April 2016

- ❖ Oversee all chapter activities including recruitment, promotion, fundraising, establishing corporate partnerships, organizing conferences, professional development, and preparing members for competition
 - ❖ Planned and coordinated the first UCF Summer Career Development Conference, recruiting 5 volunteers, 14 judges, and 26 student participants across 3 events
- Server, Perkins Restaurant & Bakery
November 2012 – July 2015
- ❖ Managed a 4-7 table section totaling 12-30 guests each hour, requiring quick thinking, prioritization of tasks, and strong people skills

SKILLS

- | | |
|----------------|------------------------|
| ❖ SurveyMonkey | ❖ Microsoft Word |
| ❖ Qualtrics | ❖ Microsoft Excel |
| ❖ SPSS | ❖ Microsoft PowerPoint |
| ❖ Spanish | ❖ Prezi |



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