

Aubryn Boyd

262-758-9782 • aubryn.boyd@marquette.edu • Milwaukee, WI

EDUCATION

MARQUETTE UNIVERSITY, Milwaukee, WI

May 2027

Bachelor of Science in Business Administration

GPA 3.7/4.0

Majors in Marketing and International Business, Minor in Advertising

UNIVERSITY OF TAMPA, Tampa, FL

May 2024

SKILLS

- MS Office Suite, Canva, Adobe Illustrator, Social Media Platforms (TikTok, YouTube, Instagram)

WORK EXPERIENCE

BURLINGTON AREA SCHOOL DISTRICT, Burlington, WI

Camp Counselor

May 2024 - August 2024

- Designed and implemented engaging activities for campers, including arts and crafts, sports, and educational projects, while maintaining a safe and secure environment
- Built relationships with coworkers and campers, encouraging teamwork, respect, and positive behavior

BW SURVEYING, Burlington, WI

Receptionist

July 2022 - March 2023

- Handled incoming calls by providing information, directing calls to relevant personnel, and ensuring a positive experience
- Handled administrative tasks including record keeping, billing, filing, mail distribution, etc.

BURLINGTON AQUATIC CENTER, Burlington, WI

Lifeguard

May 2020 - September 2021

- Ensured safety of visitors by monitoring pool areas and educating swimmers on safety procedures and rules
- Reported and documented any incidents, accidents, or safety concerns to supervisors

CLASS PROJECT EXPERIENCE

INTRO TO BUSINESS, University of Tampa

Marketing Simulation Project

January 2024 - May 2024

- Conducted thorough research on bicycles to understand market demand, target demographics, and competitive landscape in both the US and international markets
- Outlined key feature and benefits of bicycle models being introduced, including design, technology, and customization options
- Established pricing strategies for both US and international markets, considering factors such as cost, competition, and market demand

FINANCIAL ACCOUNTING, University of Tampa

Case Study Analysis Project

January 2024 - May 2024

- Utilized key financial accounting principles and standards to evaluate and interpret financial data
- Created comprehensive reports and presentations summarizing findings, analysis, and recommendations for stakeholders to formulate an actionable recommendation for stakeholders

ACTIVITIES

- Marketing Club of Marquette, Marquette Advertising Club, Marquette Running Club, Yoga Club of Marquette, Intramural Futsal, Intramural Co-ed Soccer, Alpha Phi Member