

Erica Sheets

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Education

The Pennsylvania State University, Smeal College of Business
Bachelor of Science in Marketing

University Park, PA
Graduation Date: May 2020
GPA: 3.38

Work Experience

Pennsylvania State University Library, Interlibrary Loan Dept.
Information Resource and Services Support

State College, PA
September 2018 – May 2020

- Coordinate with coworkers to perform tasks such as article scanning, book retrieval, returns processing, order organization, etc.
- Tackle various tasks under strict time constraints to organize, prepare, and ship orders
- Communicate with various departments within library to solve problems and complete orders on time

Covestro LLC

Commercial Marketing Intern, Healthcare Polycarbonates

Pittsburgh, PA
May 2019 – August 2019

- Analyzed current marketing materials and strategies within Polycarbonates division
- Identified current strengths and weaknesses of current marketing techniques
- Assisted in the development of marketing materials such as newsletters, case studies, videos, and websites
- Compiled potential alterations to marketing strategies and improvements to marketing materials
- Coordinated across various business units to discuss, create, and assess marketing content
- Developed various presentations to convey progress on projects and present new ideas

Relevant Projects

Covestro Sustainability Proposal

Covestro LLC, Pittsburgh Zoo and PPG Aquarium

May 2019 – August 2019

- Coordinated with interns across to create an original idea that would encourage sustainability in zoo patrons
- Researched human impact on environments, sustainable practices, and costs associated with sustainability
- Developed detailed graphs, charts, slideshow, and storyboard to effectively communicate the benefits and costs of project implementation
- Communicated project proposal to a large group of corporate staff of both Covestro and the Pittsburgh Zoo

Amazon Marketing Consultation, Schick Intuition f.a.b.

Pennsylvania State University (Marketing 473, Digital Marketing)

November 2018

- Collaborated with group members to research Schick's focal product
- Analyzed current marketing and advertising strategy on Amazon and other digital channels
- Identified current shortcomings and problems with current strategies
- Organized recommendations to improve marketing effectiveness using a slide presentation
- Presented findings to an Amazon representative and responded to inquiries

Skills and Certifications

- Proficiency in Microsoft Office (PowerPoint, Word, Outlook, Access)
- Excel functions experience (Vlookup, pivot tables, pivot charts)
- Google Ads Search Certification
- Google Analytics for Beginners Certification
- Data Organization
- Interpersonal communication
- Project management
- Collaborative problem solving