

IMA KNIGHT

Plano, TX

May 2017

- x Concentration in Psychology
- x Relevant Classes: New Media Marketing, Market Research, Business

Cross Cultural Maymester ² Ireland, Spain and Italy

May 2017

Marian University Cycling Team

Aug. 2013 ² May 2017

- x Recruited and awarded scholarship for number one cycling program in country
- x Served as Captain and earned 33 National Championship honors including an individual honor as Dual Slalom National Champion

SKILLS

MS Word, Excel & PowerPoint | Copywriting | Social Media | Business Writing | CRM Software | Canva | Pixlr |

MARKETING EXPERIENCE

Eyecon Advertising and Video Production

Plano, TX

Marketing Intern

July 2017 ² Present

- x Assist in the creative content development for digital marketing campaign
- x Analyze W K H P D U N H W W R L G H Q W L I \ F R P S H W L W R U V · V W U H Q J W K V D Q G
- x Generate leads through digital media campaign

Indiana State Museum

Indianapolis, IN

Marketing and Management Volunteer Services Intern

Jan. 2017 ² May 2017

Logged data with Volgistics (local CRM software) to enhance volunteer communication

- x Assisted marketing team in implementation of its marketing, media and public relations plans through digital media

* R O G · V * \ P

Indianapolis, IN

Brand Ambassador

Jan. 2016 ² Dec. 2016

- x Promoted the company and their franchises at various cycling and speaking engagements
- x O D L Q W D L Q H G U H O D W L R Q V K L S Z L W K * R O G · V * \ P V S R Q V R U V D W W H
- x Exhibited sportsmanship, leadership and positive attitude as a role model for youth

Elevated Clothing

Plano, TX

Marketing Program Director Intern

June 2016 ² Aug. 2016

- x Advertised and marketed the company by wearing logo attire as a cycling representative
- x Managed and maintained social media sites to increase brand awareness within BMX community by 5%
- x Arranged, organized and directed booth for promotional activities to optimize sales and visibility in BMX

ADDITIONAL EXPERIENCE

Accurate Dent Repair

Addison, TX

Receptionist

June 2013 ² Aug. 2016

- x ' H W H U P L Q H G F X V W R P H U · V Q H H G V D Q G U H T X H V W V W R G L U H F W W R
- x Maintained proprietary database for sales, financial transactions using QuickBooks
- x Promoted services to increase customer base using creative advertising and outside sales techniques

VOLUNTEER ACTIVITIES

- x United Way Build-A-Bike ² Pittsburgh, PA ² Mentor
- x Cold Spring School Mentoring for Kids ² Indianapolis, IN ² Mentor

2016

2016