Petra Hugo

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EDUCATION

Bachelor of Arts in Business Administration, Marketing — Tacoma, WA
University of Washington Tacoma — Anticipated Graduation: June 2019

- GPA: 3.75, Annual Dean's List

Associate of Arts — Tacoma, WA
Pierce College — Graduated: July 2017

- GPA: 3.6

SOFTWARE

Word; Excel; PowerPoint; Publisher; Adobe

MARKETING EXPERIENCE

Marketing Intern — Seattle, WA
Colliers Macaulay Nicolls International — June 2018 – Present

- Develop and maintain company's online presence increasing the followership by 15%
- Brainstorm and draft content, using publisher, for social media platforms, such as LinkedIn and Twitter

Marketing Volunteer — Tacoma, WA
Habitat for Humanity — June 2017 – September 2017

- Managed firms brand identity by posting media content on its website and social media accounts, Instagram and Facebook, to keep followers informed about the current community projects
- Prepared engaging media content for the marketing campaigns to achieve brand awareness

PROJECTS

Marketing Group Project
Introduction to Marketing — September 2018 – December 2018

- Created a marketing plan for a local company with a team of 5 members to analyze its current position in the market and identified potential opportunities and problems

In-Store Marketing Project
Business Marketing — March 2018 – June

- Collaborated with a team of 3 classmates to observe and report marketing trends by conducting a survey at the Tacoma Mall
- Presented potential ideas for marketing improvements to the class using PowerPoint presentation

Production Case Study
Quantitative Methods — September 2017 – December 2017

- Developed a model in Excel, using Solver to showcase advantages and disadvantages of the current production process
- Prepared a professional PowerPoint presentation for c-level executives to showcase calculations projected by Solver