**JENNA HARRELD**

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**EDUCATION**

**Bachelor of Science in Commerce and Business Administration**, May 2020

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Specialization: Sales

Major GPA: 3.5/4.0

*Dean’s List Fall 2018*

**RELEVANT COURSE WORK**

**Professional Selling** (Fall 2018), **Advanced Selling** (Spring 2019), **Managing Innovation** (Spring 2019), **Marketing Research** (Fall 2019), **Buyer Behavior** (Fall 2019)

**PROJECT WORK**

**Applied Communication Project (GBA 300)**, Spring 2019

*Class Project*, The University of Alabama, Tuscaloosa, AL

* Familiarized myself with documenting sources of business information
* Collaborated with 6 team members to compose final report and recommendations utilizing Excel and PowerPoint
* Strengthened public speaking skills by presenting material to peers in a business environment
* Gained experience in organizing and interpreting data
* Learned about collaborative writing
* Understood generic requirements of proposals and reports

**Product Development Project (MKT 410)**, Spring 2019

*Class Project,* The University of Alabama, Tuscaloosa, AL

* Applied innovation development principles learned in course
* Collaborated with 4 team members to invent, design and develop a new product
* Strengthened public speaking skills by presenting material to peers in classroom setting

**WORK EXPERIENCE**

**Intern,** June 2019 – August 2019

*Camden Property Trust,*Houston, TX

* Managed the leasing process from tour to move-in including closing about 10 sales, completing lease documents and inspecting units to ensure a great “move-in experience”
* Showcased the value of the community features as they relate to the customer needs
* Utilized and established creative marketing and social media strategies to increase property traffic
* Used problem solving skills and best judgment to handle unpredictable situations as they arose
* Promoted positive resident relations through courteous and timely response to resident needs and concerns
* Collaborated with team members to plan and organize resident events

**Waitress,** November 2019 – Present

*Central Mesa,* Tuscaloosa, AL

* Displaying advanced customer service competencies ensuring all guests receive prompt and attentive service
* Manage food resources and deliver excellent customer service in a 100+ seat restaurant
* Operate POS terminals to input customer orders, swipe credit cards, and enter cash amounts received

**Assistant Manager,** June 2016 – July 2016

*Malibu Tan,*Pearland, TX

* Ensured every sales representative was meeting their sales goals
* Set an example for the rest of the sales representatives
* Developed creative ways to sell products and memberships to customers

**Sales Representative,** May 2016 – July 2016

*Malibu Tan,* Pearland, TX

* Provided excellent customer service by consulting clients to determine their needs
* Met sales expectations
* Assisted with maintaining cleanliness of salon
* Assisted with data entry of client information
* Strengthened abilities to work cohesively with a team

**HONORS & ACTIVITIES**

Dean’s List Fall 2018

**VOLUNTEER SERVICE**

West Alabama Food Bank