**SKILLS AND RELEVANT COURSE WORK**

* Bilingual (Spanish)
* Social Media
* Microsoft Office
* SPSS
* Principles of Real Estate
* Managing Innovation
* Strategic Management
* Personal Selling
* Marketing Research

**KALEIGH SANDERS**

May 2020 University of Alabama Graduate seeking a fulfilling career in the fields of Marketing & Real Estate.

**Marketing Intern**

Keller Williams – Tuscaloosa, AL // Feb 2020 - Present

* As a marketing intern, I am responsible for working as the marketing assistant for a husband and wife real estate sales team, within the Gray Group, providing them with creative marketing strategies to strengthen their brand recognition in the local area. I am also responsible for implementing advertising and lead generation through social media accounts, Boomtown and Command.

**Operations & Underwriting Intern**

Kemper – Jacksonville, FL // Summer 2018

* As an operations intern, I was responsible for: verifying underwriting information on homeowners’ insurance policies to determine acceptability and rating accuracy. One of several team members, collaborating on process improvements and efficiencies. Attended team meetings on behalf of the team and shared information as appropriate.

**Baseball Marketing & Experience Intern**

University of Alabama – Tuscaloosa, AL // Spring 2018

* As a University of Alabama Baseball marketing/experience intern, I assisted with the Experience upgrade program. This program allows fans to purchase game day “upgrades” to participate in unique or behind-the-scenes experiences. I was responsible for: meeting fans that purchased upgrades and support the: Bama Baseball Buddies, Lineup card delivery kid, “Play Ball” kid, Ceremonial first pitch, and Guest PA announcer.

**Claims Marketing Intern**

Travelers – Hartford, CT // Summer 2017

* As a marketing intern, I learned the essentials of insurance claims marketing. I was responsible for: building marketing materials in support of Claims initiatives, conducted competitor analysis for similar Claim initiatives, and a team member on the Travelers Championship Volunteer shirt design.

**Intern**

Travelers Championship TPC River Highlands – Cromwell, CT // Summer 2017

* As a Travelers Championship Intern, I was responsible for managing attendance access. In addition, I provided cart transportation for fans and players throughout the tournament grounds.

WORK EXPERIENCE

**AWARDS**

* Dean’s List: Spring 2016, Fall 2017, Fall 2019
* President’s List: Spring 2019
* Selected to The National Society of Collegiate Scholars
* Selected to The National Society of Leadership and Success
* Member of the Phi Sigma Theta National Honors Society

**Bachelor of Science**

**Culverhouse College of Business**

University of Alabama, 2016-2020

Major – Business Marketing

Minor – Spanish

GPA: 3.45

**Universidad Antonio de Nebrija**

**International Study Abroad**

Madrid, Spain – Summer 2018

GPA: 3.5

**Florida School of Real Estate**

Naples, FL – Summer 2019

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EDUCATION

CONTACT