

Victoria Daza

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EDUCATION

Bachelor of Science in Commerce and Business Administration, May 2026

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

Major: Marketing Minor: Real Estate

GPA: 4.0 Major GPA: 3.8

President's List

RELEVANT COURSE WORK

Legal Environment of Business (Fall 2022), **Calculus and Applications** (Spring 2023), **Principles of Macroeconomics** (Fall 2022), **Principles of Microeconomics** (Fall 2022), **Fundamentals of Management Information Systems** (Fall 2023), **Professional Development I and II** (Fall 2022, Fall 2023)

PROJECT WORK

PepsiCo Business Case (GBA 146), Fall 2022

Group Project, The University of Alabama, Tuscaloosa, AL

- Researched the company PepsiCo.
- Collaborated with 2 team members to determine the most efficient way to sell the most product and to make the most profit.
- Analyzed pros and cons of different store layouts.
- Discussed how to maintain a strong, professional relationship with the store manager.
- Strengthened public speaking skills by presenting business case in front of classmates and the professor.

RELEVANT WORK EXPERIENCE

Marketing and Client Care Intern, May 2023 – Present

Keller Williams Realty

- Organize envelopes and gift baskets, drop them off in the mail, deliver them to houses
- Handwrite letters to past, present, and future clients
- Create flyers, marketing documents, real estate handouts, and Facebook posts through Canva
- Reach out to clients via email, answering client emails
- Go to house showings with realtors, help houses get ready to be sold
- Post multiple times a week on Facebook
- Managing client relationships and ensuring their satisfaction
- Meeting and exceeding client retention and satisfaction targets
- Handling client inquiries, resolving issues, and providing timely responses
- Knowledge of Bright MLS
- Increased skills in customer service, communication skills, relationship and time management, and organization

ADDITIONAL EXPERIENCE

Beverage Cart Attendant May 2023 – August 2023

Manor Country Club, Rockville, MD

- Developed communication and interpersonal skills while serving drinks and food to members
- Learned how to navigate Point of Sale system when ringing in checks
- Provided excellent customer service by taking orders, serving, and answering member inquiries in a friendly and courteous manner.

- Managed cash
- Maintained inventory of beverages, snacks, and supplies, ensuring adequate stock levels, and restocking as necessary
- Collaborated with the pro shop and clubhouse staff to coordinate beverage cart schedules and ensure smooth operations
- Demonstrated exceptional time management skills to efficiently serve golfers on the course during peak periods
- Received positive feedback from customers for delivering top-notch services and creating a pleasant golfing experience

LEADERSHIP EXPERIENCE

Rush Team, October 2022 – Present

Delta Zeta, The University of Alabama, Tuscaloosa, AL

- Facilitated conversations and built connections before and during recruitment
- Balanced my academic responsibilities with my sorority rush team commitments
- Recorded and collected data

HONORS & ACTIVITIES

Bama Catholic

Recipient of a four-year competitive UA scholarship

Greek Life (Delta Zeta)

VOLUNTEER SERVICE

Tuscaloosa One Place

COMPUTER SKILLS

Canva, Point of Sales, Bright MLS, Excel