

Christian J. Schoerner

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Experienced and driven graduate student currently pursuing a full-time position in the Birmingham metro area. A motivated professional with an aptitude for data analytics and digital marketing. Communicative and personable, with an ability to adapt to changes, learn quickly, anticipate problems, handle multiple projects, and be a team player.

EDUCATION

Master of Science in Marketing | The University of Alabama, Tuscaloosa, AL, May 2019

Concentration in Digital and Social Media, 3.8 GPA

Bachelor of Science in Commerce & Business Administration | The University of Alabama, Tuscaloosa, AL, May 2018

Major in Marketing, Specialization in Real Estate, 3.9 Major GPA

SKILLS AND SOFTWARE EXPERIENCE

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|-------------------------|----------------------|-------------|
| • Microsoft Office | • SPSS | • Tableau |
| • Python | • SQL | • Adobe |
| • Google Analytics | • Google Ads | • HubSpot |
| • Twitter Flight School | • Facebook Blueprint | • Hootsuite |
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WORK EXPERIENCE

Alabama Center for Real Estate, Tuscaloosa, AL

May 2018 – May 2019

Lead Research Analyst Intern

- Create 24 monthly and quarterly reports for real estate markets in Alabama; use data and business analytics to develop and maintain databases related to important real estate and economic data
- Contribute articles to ACRE's media platform and conduct research on fee-based projects, such as in CCIM Institute publication: "Adaptive Reuse: Turning Blight into Bright" and ACRE publication: "Logistics Infrastructure: Transformational Opportunities"

Garner Electric Inc, Millbrook, AL

May 2017 – August 2017

Construction Apprentice

- Worked with construction teams to perform calculations of estimated job and materials costs for large commercial jobs
- Supported electrical work and measured, cut, and shaped wire, piping, and other materials to replace frameworks and other fixtures

RG Brewer True Value Hardware, Mamaroneck, NY

August 2015 – August 2016

Sales Associate

- Communicated with 25 to 30 customers daily on home projects and professional construction jobs through expert knowledge of available company products/services
 - Executed inventory evaluation using data resources; completed purchase and work orders for customers
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LEADERSHIP

Alpha Delta Phi Fraternity, Tuscaloosa, AL

January 2017 – December 2017

President

- Established GPA incentive and probation system for organization use, leading to a 25% decline in organization academic probation
- Increased fraternity membership by 20% during term

Alpha Delta Phi Fraternity, Tuscaloosa, AL

January 2016 – December 2016

Vice President of Finance

- Doubled savings from \$5,000 to \$10,000; strategically monitored budgets of \$45,000 and prepared financial statements.
- Implemented a payment plan system and maintained accounts and relationships with vendors

Alpha Delta Phi Fraternity, Tuscaloosa, AL

January 2015 – December 2015

Literary Chair

- Developed several marketing projects, which included the design of the fraternity website, newsletter, and chapter history archives; maintained communications with alumni
- Planned 6 events and presentations per semester to educate members on business, historical, or public relations material