

Cynthia Ladle

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Education Rollins College, Winter Park, FL, May 2023

Bachelor of Arts in International Business; Minor in Asian Studies

- Accelerated Master of Business Administration 3/2 Program (Anticipated Graduation: May 2024)
- Relevant coursework includes Event Planning, International Marketing, and International Operations

Relevant Experience Massey Persons Brinati Communications, *Events Intern*, Maitland, FL, January 2022 – Present

- Write press releases for 10 clients and compile publicity packets
- Assist in design and maintenance of company's web site – www.mpb.com
- Research prospective clients and create marketing plan with team of 4 interns
- Co-present public relations campaign for specialty clothing store, Kimberly's Closet

International Business 300, *Chief Financial Officer*, Simulation Game, January 2021-May 2021

- Controlled projected cash flow and revenues by decreasing costs by 15% each quarter
- Maximized profitability and effectiveness by building out a workplace wellness program, geared toward new and returning employees

Winter Park Art Festival, *Public Relations Volunteer*, Winter Park, FL, August 2020 – December 2020

- Designed press releases and media packets for members of Central Florida media
- Wrote copy for flyers and newsletters distributed to local colleges
- Assisted Promotions Director with pricing and organizing events
- Acquired 3 new sponsors by meeting with Winter Park business owners
- Negotiated parking permits with Rollins College and local vendors

Rollins College Office of Admissions, *Ambassador*, Winter Park, FL, August 2020 – May 2020

- Served as student representative for prospective students and their families
- Led tours of campus for college visitors and participated in information panels

Other Experience Dillard's Department Store, *Sales Associate*, Orlando, FL, August 2021 – Present

- Sold over \$3,000 in men's apparel per week
- Greeted over 200 in-store guests per day
- Recorded receipt of, price and stock merchandise in the men's furnishings department

Stone Mountain Parks and Recreation, *Tennis Instructor*, Houston, TX, May 2020– August 2020

- Taught fundamental tennis skills to the children while emphasizing skill development, team work, fair play, sportsmanship and fun

Joe's Crab Shack, *Seasonal Server*, Houston, TX, May 2019 – December 2020

- Provided excellent customer service in a fast-paced environment to meet the needs of the customer and business

Leadership Experience Rollins Outdoor Club, Winter Park, FL, August 2019 – Present

Vice President, August 2012-Present

- Coordinate meetings and supervise social, recreational and outdoor educational programs for over 125 members

Activities Chair, October 2019 – May 2020

- Organize recreational events including canoeing, rock climbing, snorkeling, camping, and cycling

Rollins College Tennis Team, *Member*, Winter Park, FL, September 2019 – May 2021

Skills **Computer:** Experienced in Microsoft Word, Excel, PowerPoint, Outlook, Access; Adobe PageMaker

Language: Proficient in Spanish, verbal and written