

# AARON EDENS

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## CAREER OBJECTIVE

Upcoming marketing graduate passionate about advertising. With five years of leadership in competitive cheerleading, eager to contribute to a dynamic marketing team with creativity and effective communication.

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## EDUCATION

**University of Texas at El Paso**

Bachelor of Business Administration in Marketing

Minor in Commercial Real Estate

**Estimated Graduation Date:**

December 2023

**GPA:** 3.4

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## HONORS

**Deans List:** Spring 2020- Spring 2021

**Cheerleading Academic Scholarship:** 2019-2023

**Cheerleading Book Scholarship:** 2019-2023

## PROFICIENCIES

**Microsoft Office:** Intermediate

**Python Jupyter:** Novice

**Canva, Photoshop, Indesign:** Novice

**Adobe Premier, Capcut, iMovie:** Novice

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## PROFESSIONAL & PROJECT EXPERIENCE

**Cheerleader**

**The University of Texas at El Paso**

**Fall 2019 - Fall 2023**

- Orchestrated and executed on-campus and off-campus events, leveraging the cheerleading team's presence to enhance brand visibility and foster community engagement.
- Collaboratively harnessed our collective cheerleading experience as a team to develop and implement innovative marketing and advertising campaigns, significantly boosting event attendance and amplifying school spirit.
- Collaborated with student organizations, athletics, and alumni groups to enhance campus spirit and boost attendance at sports games.

**Local Business Strategy Improvement**

**The University of Texas at El Paso**

**Fall 2023**

- Partnered directly with the business owner to revamp marketing approaches, catering to the diverse demographics of the El Paso region.
- Project showcased the practical application of multicultural marketing principles studied in class, culminating in real-world business impact.

**Company Spin off Product**

**The University of Texas at El Paso**

**Spring 2023**

- Collaborated with a team to innovate a spin-off product inspired by the established brand, Lipton.
- In collaboration with classmates, crafted a dual-purpose tea bag, combining bath salts and therapeutic tea blends for rejuvenating body soaks.

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## RELEVANT COURSEWORK

Principles of Marketing	Strategic Marketing Mgmt
Consumer Behavior	Advertising & Sales Promotion
Marketing Research	Intro to Marketing Analytics
Selling and Sales Mgmt	Multi-Cultural Marketing
Service Marketing	Accounting 1 & 2

## KEY COMPETENCIES

Bilingual: English & Spanish	Dependable
Hard Worker	Personable
Natural Leader	Good Communicator
Problem Solver	Self Motivated
Good Listener	Team- Oriented