

Laura E. Gregory

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Education:

Penn State Erie, The Behrend College
Bachelor's Degree in Marketing

Graduation Date: May 2016

Marketing Experience:

Market research project for Erie Rotary Club

Fall 2014

- Conducted focus groups and surveys along with a business report for The Rotary Club president and board members to help solve their declining membership dilemma
- Based on our findings we suggested ways to increase memberships for the target age group

New Shoes Marketing Simulation Project

Fall 2013

- Learned how to create a marketing strategy, involving pricing strategies, targeting specific markets, and budgeting for R&D and advertising expenses
- Worked in a group setting advertising and designing shoes for customers and competed with other teams in the class for the best sales, customer satisfaction rates, and market share

Marketing analyst for the Barber National Institute in Erie, PA

Spring 2015

- Conducted primary and secondary research in a group setting for the Barber National Institute's "Beast on the Bay"
- When the project is completed, my group and I will present our research findings to the members of the Institute

Management Fundraising Project

Spring 2014

- Worked in a group setting to create a business plan for a local non-profit organization
- Had to raise a set amount of money by organizing an event for the non-profit organization

Website Design Project

- Created website page on Microsoft Dreamweaver

Fall 2014

Clone Request Database Project

Spring 2015

- Worked with U.S. Steel by creating a new and efficient clone database system through Access that they now will be implementing into their business

Marketing Courses

Buyer Behavior, Global Marketing, Consumer Behavior, Marketing Research and Advertising and Sales Promotion

Degree Related Experience:

Charlotte Russe

3/2013-10/2014

- Position: Sales Associate
- Helped design grand opening store in Cleveland, Ohio
- Set up and designed mannequin, poster and fixture displays
- Held group interviews for new employees

Extracurricular Activities:

Secretary of the Marketing Club

Spring 2015-Current

Other Experience:

Waitress, Smokey Bones, Erie PA
Getting Real-Estate license

10/2014-Present

7/1/2015-Present

Computer Skills:

Word, PowerPoint, Access, Excel, Power Designer

References:

Pelin Bicen: pxb402psu.edu & Shateria Franklin: (814) 882-1622