

# LORETTA FEY

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## EDUCATION

Marquette University | Milwaukee, WI | Expected Graduation May 2026

Bachelor of Science in Business Administration, Major: Marketing and Finance Minor: Psychology

Overall GPA: 3.351/4.0

## RELEVANT EXPERIENCE

**Fey & Co. Jewelers** | Chicago, IL

*June 2022 – August 2024*

### Marketing Assistant

- Organized 100+ customer files alphabetically to make it easier for sales staff to access
- Completed inventory for 10 brands of jewelry
- Organized various jewelry for a photoshoot for social media and online marketing purposes
- Converted manual inventory system to a scanning system using Zebra technologies
- Utilized ChatGPT to develop product descriptions for website and search engine optimization

**Introduction of Marketing** | Milwaukee, WI

*August 2023 - November 2023*

### Marketing Project

- Conducted market analysis to identify a gap in male demographic sales with Starbucks
- Created a multifaceted marketing plan, through collaboration with the NFL, including personalized team cups, raffles, and promotions much like the red cups during Christmas time
- Coordinated roll out release dates around the Superbowl for maximum reach
- Utilized PowerPoint to present findings to the class that showcased market research and proposed marketing plan to drive sales efficiencies

## ADDITIONAL EXPERIENCE

**Panera Bread** | Willowbrook, IL

*May 2021 - September 2021*

### Associate

- Served customers with friendly and timely efficient service and honed skills of customer satisfaction while working cash register
- Accommodated customers with accessibility issues by offering extra help when needed

**Oberweis** | Downers Grove, IL

*June 2020 - August 2020*

### Ice Cream Sales

- Operated cash register and drive through
- Adapted to different positions during staff shortages

## ACHIEVEMENTS & ACTIVITIES

Scholarships: Pere Marquette & Marquette University's Magis Campus Resident Scholarship Recipient

Award: College of Administration Dean's List Fall 2023, Fall 2024

Activities: Gold Medalist in US Figure Skating Moves in the Field, Marquette Mentors