

Tara Hertelendy

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EDUCATION

University of Maryland, College Park Robert H. Smith School of Business

May 2024

Bachelor of Science, Marketing and Management

- Relevant Coursework: Consumer Analysis, Marketing Research Methods, Strategic Management of Human Capital, Leadership and Teamwork in Organizations, Global Business Strategy, Digital Marketing

WORK EXPERIENCE

RGI events + public relations

June 2024-Current

Events Assistant

- Managed multiple budgets simultaneously, each of up to \$2.4 million
- Coordinated all client timelines and led communications for complex corporate events
- Sourced and managed contracts for venues, catering, AV, photographers and other vendors

Cintas

May 2023-August 2023

Management Intern

- Supported daily operations across departments, focusing on inventory, customer service, and process efficiency
- Collaborated with management to identify process improvements, boosting productivity and service delivery
- Led projects to analyze data, generate reports, and drive actionable insights for business goals

Parlay Pickleball

June 2022-November 2022

Marketing Intern

- Managed social media, including posting on Instagram and Facebook as well as creating and sending out weekly email newsletters to >1,200 subscribers using Klaviyo
- Maintained relationships with clients and sponsors by regularly communicating and meeting with them
- Tracked insights and sales for website, emails, and social media

ACTIVITIES AND LEADERSHIP EXPERIENCE

Kappa Alpha Theta

September 2022-February 2024

Vice President of Membership (VPM)

- Led over 900 girls through the sorority recruitment process
- Trained 120 members of sorority on how to recruit using 7 full-day workshops, powerpoints and practice rounds I created and planned leading up to recruitment
- Planned and directed all video editing, events, and rounds with scheduling down to the minute
- Managed and carried out the selection process

SKILLS

- Technology: Microsoft Office (Outlook, Word, Powerpoint, Excel), Google Drive
- Media: Asana, Sprout, Monday, Klaviyo, Instagram, Twitter, Pinterest, Facebook, LinkedIn, YouTube, TikTok
- Languages: Native English, Intermediate Spanish