

Nicole Sands

ntsands13@gmail.com | 586.879.8664

Objective: Hardworking, detail-oriented business school graduate looking to leverage skills in strategic marketing, product marketing, and digital communications.

Education

Oakland University, School of Business Administration

2023

Bachelor of Science

Major: Marketing **Minor:** Entrepreneurship **GPA: 3.71**

Honors & Involvement

American Marketing Association (AMA) national marketing honorary Alpha Mu Alpha Award Feb 2023

Oakland University Honors College Sep 2019-Apr 2023

Honors College Mocerri Scholarship Sep 2021-Apr 2022

- One of eleven Honors College students selected based on academic merit and student involvement.
- Communicated and collaborated regularly with Honors College administration to plan and host events and organize involvement opportunities for students.

Experience

Marketing and Administrative Assistant Intern May 2022-Present

InFocus Research Group, Inc.

- Transcribe primary research into actionable strategic recommendations.
- Create reports for law firms, categorizing and analyzing data from legal focus groups and mock trials.
- Fulfill miscellaneous administrative tasks as needed including client communications and content for website redesign.

Formula SAE Business Director Mar 2022-June 2023

- Corporate Engagement and sponsor management—Set annual sponsorship goals and implement fundraising strategies to secure funds.
- Social media management and content creation—Collaborate with team members to produce multi-media content for social media accounts.
- Promotions —Coordinate and host recruitment, outreach, and fundraising events.
- Business management and administration—Perform cost analysis, compile budget expenses and create flyers.
- Research and presentation—Create and present annual cost report and business case scenarios at annual FSAE competition.

Honors College Peer Mentor Oct 2021-Apr 2022

Oakland University Honors College

- Served as a student advisor for Honors College students.
- Provided advice and guidance to Honors College students by sharing success tools and other professional resources.

Sales Consultant

The Home Bakery of Rochester

May 2021-Dec 2021

- Designed custom cakes with clients, documented instructions for order fulfillment.
- Replied to inquiries via phone & email, including pricing and quote information for custom cakes and large-scale orders.
- Fulfilled orders and assisted customers in store.

Skills

- Social media marketing/management
- Strong writing abilities
- Graphic design experience (Canva, Adobe, Microsoft Publisher)
- Experience in market research and analysis
- Event planning, coordination, and promotion
- Corporate donor & sponsor engagement skills

Areas of Interest

- New venture creation
- Sustainable food systems
- Restaurant industry
- State & local tourism
- Content creation
- Growth & expansion strategy