

Paula Roberts

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SUMMARY

Senior Agribusiness/Marketing major at Cal Poly eager to apply - and grow - my strong creative, organization, and leadership skills and experience in a marketing position in the wine industry.

EDUCATION

California Polytechnic State University, San Luis Obispo (Cal Poly)
Bachelor of Science in **Agricultural Business** (Focus in **Marketing**)
GPA: 3.45

Jun 2025

Relevant Coursework: Marketing Research Methods, Marketing Planning, Global Agricultural Marketing and Trade, Business Strategy Formulation

MARKETING PROJECTS

California Polytechnic State University, San Luis Obispo

Wine Center Feasibility Marketing Research Project

Jan – Jun 2024

- Surveyed over 250 consumers and winery managers; analyzed and interpreted statistical results
- Conducted primary and secondary consumer and industry research
- Generated target market demographics and category behavior
- Created sales forecast and completed marketing plan for \$15 million center serving up to 5,000 visitors per year
- Collaborated with Paso Robles Wine Country Alliance and City Manager

Export Analysis Project

Sep – Dec 2023

- Collected primary and secondary market research for Basmati rice
- Studied distribution, operation, production, and marketing costs and ideas
- Formulated a marketing strategy for the commodity

RELATED WORK EXPERIENCE

L. James Apparel, Los Angeles, CA

Summer 2024

Sales and Marketing Assistant

- Handled extensive customer service and sales responsibilities for this large apparel manufacturer
- Coordinated appointments and contracted negotiations with a high volume of customers and vendors
- Assigned several projects working directly with the Marketing Director

Coverings Boutique, San Luis Obispo, CA

Apr 2023 – Apr 2024

Manager

- Hired as an Associate, promoted to Manager after 3 months
- Co-coordinated merchandise buying decisions
- Supervised and trained 10 employees
- Provided customer service, conducted sales, and handled opening and closing duties

COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint, SPSS, Minitab

LEADERSHIP

Recording Secretary, Delta Delta Delta Sorority

Sep 2024 - Present

- Serve on the executive council and assist with administrative decisions
- Record minutes, maintained report archives, and write official correspondence