**Susan Rinehert**

4488 Johnson Ave San Luis Obispo, CA 93401 srinehert@calpoly.edu (805)704-4444

**SUMMARY**

* Three year experience developing and implementing international marketing campaigns
* Strong background in updating web pages and editing newsletters
* Liaison experience with upper management and agency representatives
* Detail oriented, creative problem solver, excellent communicator
* Computer Skills: Word, Excel, PowerPoint, Access, FrontPage, SharePoint, Siebel

**EXPERIENCE**

**Intern, European Software Marketing Center** 6/10 – 6/11

Hewlett Packard, Germany

* Managed the IT Service Management Compendium print and online marketing campaign – included design, customization for local markets, running the campaign lead generation, budget management, follow-up and campaign extensions
* Updated internal websites, created an offline webpage for a tradeshow event, designed and managed a team SharePoint
* Edited a monthly marketing newsletter
* Assisted in hosting *Software Universe* (one of Europe’s largest software events), compiled competitive market research, re-engineered a new program marketing plan
* Worked directly with upper management and agency representatives

**Event Planning/ Marketing Representative**3/08 – 6/10

 Central Coast Natural History Association, Morro Bay, CA

* Developed a comprehensive system for track marketing outreach and information
* Developed procedures for museum rentals and tracked memberships generated by docents
* Composed letters for special membership outreach and managed a rotating sponsorship board
* Served as a museum representative at all special events

**Sales and Marketing Intern** 6/07 – 9/08

Simply Outrageous, Henderson, NV

* Made cold calls to set up meetings, 70-100 calls per day
* Wrote a new sales proposal

**EDUCATION**

**California Polytechnic State University**, San Luis Obispo

Bachelor of Science: **Business Administration,** June 2011

Concentration: **International Business**

Minors: Economics and Theatre GPA: **3.4**

**Swinburne University**, Melbourne, Australia

**Volkshochschule Stuttgart,** Germany – intensive German language course

**MARKETING PROJECTS**

* Developed a comprehensive *International Marketing Plan* including organizational profile, market analysis, and market entry strategy for sunscreen product in Singapore
* Wrote and distributed marketing surveys that measured the awareness and effectiveness of a campus wide social norms campaign on student alcohol consumption

**Languages:** English, basic German

**Honors:** National Society of Collegiate Scholars, Cal Poly Dean’s List, National Honors Society

**Organizations:** AMA, AIESEC, University Singers, Newman Center