

# Susan Rinehert

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## 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