

Melissa Atkins

matkins@calpoly.edu

1222 Caravanl Street
8999 Sanbar Road

San Luis Obispo, CA 93401
San Jose, CA 95117

(510) 227-5500
(805) 756-1293

OBJECTIVE

Account Executive Sales position with Yelp, Inc.

EDUCATION

California Polytechnic State University, San Luis Obispo
Bachelor of Science: **Business Administration**, June 2012
Concentration: **Marketing Management** Minor: English
GPA 3.3 Major GPA 3.5

MARKETING EXPERIENCE

PricewaterhouseCoopers LLP, San Jose, CA

Intern, Venture Capital and Private Equity Group

1/2010-03/2010

- Worked 70-80 hour weeks balancing multiple projects and clients at a time
- Analyzed client financial and investment reports to measure individual growth in client entities
- Collaborated directly with various partners and managers in project-based teams
- Managed a team of 4 interns in the development and production of a report and presentation on the portfolio company investments of Sequoia Capital, a leading VC firm

Red Bull Energy Drink, San Luis Obispo, CA

Student Brand Manager, Central Coast Area

6/2010 – present

- Represent the Red Bull brand on campus with innovative events and promotional campaigns
- Work with a team of 4 to strategize on the best “grassroots” marketing techniques to reach student populations
- Act as liaison between the local press and Red Bull regional managers to assure consistency with brand image

RELATED EXPERIENCE

California Polytechnic State University, San Luis Obispo, CA

Chief of Staff, Associated Students, Inc.

6/2009 – present

- Directly manage 25 leaders in the ASI Executive Staff, divided into 6 teams
- Utilize strategic planning knowledge to create action items which guide each team towards specific objectives
- Have implemented plan to drastically restructure the ASI Executive Staff in a goal to promote greater efficiency
- Chair weekly meetings and hold weekly one-on-one sessions with 6 team leaders

California Polytechnic State University, San Luis Obispo, CA

Student Assistant, College of Business Marketing and Economics Office

3/2009 – present

- Advise over 10 marketing and economics students daily on academic progress
- Update detailed curriculum sheets and review degree audit reports
- Act as communicator between tenured area chairs, faculty, and students

LEADERSHIP/INVOLVEMENT

Student Campus Computing Committee

- Help administer identification and establishment of Cal Poly students' technological needs
- Collect and relay feedback to technology-based faculty and administration

Wheelchair Foundation Representative, Cal Poly

- Have worked on a team to put on two promotional fundraising events for this growing non-profit organization
- Planned a “Wine for Wheels” wine-tasting fundraiser which raised over \$60,000
- Helped coordinate a 200-seat banquet with a live and silent auction

Inter-hall Council Vice President of Finance and Events
University Planning and Budget Advisory Committee
Associated Students, Inc. Budget Review Committee

Instructionally Related Activities Advisory Committee
University Campus Fee Advisory Committee
Associated Students, Inc. Personnel Committee

COMPUTER SKILLS

Excel Word Access PowerPoint Quicken QuickBooks FrontPage SPSS MINITAB