# **Sierra Simmon**

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**EDUCATION**

**California Polytechnic State University – Orfalea College of Business San Luis Obispo, CA**

Bachelor of Science in Business Administration, **Marketing** Graduating June 2021

* **GPA:** 3.3/4.0
* **Honors:** Division 1-A Women’s Soccer full-scholarship athlete: 2017 – 2021, Dean’s List (4/6 Quarters)

**MARKETING EXPERIENCE**

**Women’s Soccer Team, Cal Poly Athletics** **San Luis Obispo, CA**

*Social Media Student Assistant* January 2018 – Present

* Create engaging social media content across various Cal Poly Athletics channels and accounts
* Monitor content engagement statistics for 10,000+ followers across all Cal Poly Athletics Instagram accounts
* Promote Cal Poly Athletics sponsors through carefully crafted promotional content and captions
* Provide excellent customer service by promptly answering private messages sent to Cal Poly Athletics accounts

**WORK EXPERIENCE AND LEADERSHIP EXPERIENCE**

**Men and Women’s Soccer Camps – Cal Poly Athletics**  **San Luis Obispo, CA**

*Camp Counselor* June 2017 – Present (Seasonal)

* Coach and mentor group of 10-15 campers from ages 6-12 over week-long soccer camp at Cal Poly
* Create and execute fun, safe, and engaging camp activities in order to improve communication, technical skills, and teamwork
* Ensure safety of campers by upholding rigorous standards and modeling good technique on the field
* Track and report campers’ progress to parents through weekly assessments on skills learned

**Women’s Soccer Team – Cal Poly Athletics** **San Luis Obispo, CA**

*Team Captain, Midfielder*  September 2017 – Present

* Lead and guide 32 members of Cal Poly Women’s Soccer Team in practices, games, scrimmages, and meetings
* Collaborate with coaches to create dynamic plays and strategy to be used in home and away games
* Coordinate practice schedules and workout groups to maximize the athleticism and teamwork on the field
* Compete in 15 hours of games and practices during soccer season while balancing academic responsibilities

**Athletes in Action** **Sammamish, WA**

*Youth Mentor* June 2016 – August 2016

* Provided free summer clinics and workshops for children in underserved communities across Washington
* Fostered a love of soccer and the spirit of teamwork in children seeking an athletic outlet
* Promoted good lifestyle choices by encouraging daily exercise and healthy food options at school and at home

**SKILLS & INTERESTS**

* **Marketing skills:** Facebook/Instagram/Twitter management, Adobe Photoshop, Adobe Illustrator, Canva, Google Analytics, Hootsuite
* **Other skills:** Microsoft Office Suite, Google Suite, JMP