Helen Pfalzer (She/Her)

helenpfalzer@gmail.com | 571-373-7542 | Carlsbad, CA 92011

LINKS

E-portfolio: https://helenpfalzer.wixsite.com/helenpfalzer **LinkedIn:** linkedin.com/in/helen-pfalzer-39b1a7221

SUMMARY/CAREER OBJECTIVES

A hardworking, creative, and enthusiastic undergraduate senior in Digital Marketing. Existing skills from dozens of classroom and extracurricular hours focused on marketing, digital design, public relations, leadership, and other business-related fields. Passionate and eager to secure a position that pertains to digital media design, public relations, public service, and DEI marketing strategies.

EDUCATION

Bachelor of Science in Business Administration
Old Dominion University - Norfolk, VA
Expected May 2023 | **GPA:3.37**
Major: Marketing | Concentration: Digital Marketing
Dean's List: Spring 2020, Spring 2021, Fall 2022

RELEVANT COURSEWORK

Consumer Behavior | Public Relations | Business Law
Social Media Marketing| Multi-National Marketing
Marketing Research | Web Analytics | Entrepreneurship
Multi-National Marketing | Public Speaking

SKILLS

HARD: Google Drive | Microsoft Office Suites | Canva
Adobe | Google Analytics 4 & UA | Website Design

SOFT: Written & Verbal Communication |Critical Thinking |
Problem-Solving | Team Structure Work | Remote Work
Influence & Persuasion | Self Starter

EXTRACURRICULARS & AWARDS

Public Relations Student Society of America (PRSSA)
Pi Sigma Epsilon's Future Leaders Team
Carew International Sales Training On-Demand
Pi Sigma Epsilon's Future Leaders Award
Strome College of Business Dean's Scholar

COMPETITIONS AND CERTIFICATIONS

Enactus Colgate's Know Your OQ™ Challenge
Virtual | August 2023

Google Analytics Certification
Virtual | December 2023

Pi Sigma Epsilon Pro-Am Sales Competition
Virtual & Minneapolis, MN | March 2021 & March 2022

**RMU Center for Sales Excellence Annual Sales
Challenge** Virtual **|** March 2021

**PSE Mutual of Omaha Sales Trainee Program
Interview Competition** Virtual | March 2021

LEADERSHIP AND OTHER ACTIVITIES

DIRECTOR OF DIVERSITY | September 2022 – Present
American Marketing Association - Old Dominion University, Norfolk, VA
- Brainstormed with the VP of DEI to find ways to celebrate human diversity within our community
- Assisted members with discovering meaningful connections between DEI and Marketing
- Aided in planning and coordinating DEI professional development events

VICE PRESIDENT OF MARKETING | February 2022 - Present
Enactus ODU Chapter - Old Dominion University, Norfolk, VA
- Design digital promotional content for the organization (written, video, and photo content)
- Manage social media accounts (Instagram, Facebook, LinkedIn)
- Rebuilt deactivated Instagram account, a follower growth rate of more than 700% in one semester

PRESIDENT | Founding Member | February 2021 – Present
Pi Sigma Epsilon ODU Chapter - Old Dominion University, Norfolk, VA
- Utilized a remote environment to found ODU's PSE chapter during COVID
- Employed recruitment strategies to rebuild the organization in-person
- Assisted the national PSE leaders in implementing a plan to increase DEI in all PSE chapters

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ACADEMIC EXPERIENCE / PROJECTS

STUDENT CONSULTANT | August 2022 – December 2022
MKTG 406 Public Relations - Old Dominion University, Norfolk, VA
- Collaborated closely with a small non-profit organization focused on empowering youth, to assess their current challenges
- Developed a complete public relations plan for the organization, including the problem statement, internal and external analysis, media materials, and strategic solutions, that best met their needs and current dilemma.
- Pitched the PR plan to the Executive Director of the organization and provided her with a formal written version of the plan

CLASS PROJECT LEADER | August 2022 – December 2022
MKTG 455 Social Media Marketing - Old Dominion University, Norfolk, VA
- Created and presented a complete social media marketing plan for a local seafood restaurant, including an evaluation of its social media presence, a SWOT analysis, identification of the restaurant's target market, and social media creatives.
- Proposed goals, strategies, tactics, and strategic solutions for the restaurant to increase engagement and visibility on social media

STUDENT WEB ANALYST | August 2022 – December 2022
MKTG 460 Web Analytics - Old Dominion University, Norfolk, VA
- Leveraged web analytics data in Google Analytics to answer strategic business questions for KFC Italy
- Analyzed and identified the way consumers use the KFC Italy app, users' paths to purchasing, and any barriers to conversion
- Prepared a formal written report and a presentation that assisted KFC Italy in better understanding user conversion behaviors within the app and in finding ways to increase successful conversions

STUDENT MENTOR | May 2022
ENACTUS Community Problem Solving Challenge - Old Dominion University, Norfolk, VA
- Collaborated with high school students to propose a solution to a community-wide problem in their neighborhood
- Designed a pitch deck for the proposal and presented the solution to community leaders

STUDENT PARTICIPANT | March 2022
Study Away Program: LGBT Organizational Culture in the Pacific Northwest
ODU, Norfolk, VA
- Engaged in meaningful dialogue with peers as well as employees from various companies about the treatment and celebration of marginalized groups in the workplace
- Analyzed cultural branding and policy language to offer informed advice for improving organizational and community culture

INNOVATE COHORT | September 2020 – December 2020
Innovate Monarchs - Old Dominion University, Norfolk, VA
- Designed solutions to ODU's student connectivity problems using the design-think method
- Communicated and collaborated with group members and the ODU community to create solutions
- Created a prototype that would increase student involvement with ODU clubs and organizations