

## LEAH SNEAD

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### EDUCATION

MOORE SCHOOL OF BUSINESS, University of South Carolina (UofSC)

Columbia, SC USA

**Bachelor of Science, Business Administration**

May 2024

**Major: Marketing | Minor: Hospitality Management**

**GPA: 3.37**

**Awards: Dean's List**

### EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA ATHLETICS MARKETING & COMMUNICATION PR

Columbia, SC USA

**Marketing Intern**

August 2022 – Present

Aiding the Marketing Department with marketing and promotional activities for all Varsity sports. Providing support with game day operations for Men's Basketball, Women's Basketball, Baseball, and other Olympic sports as assigned.

- Aiding with ticket sales
- Working public relations campaigns geared towards increasing attendance on campus and throughout the community

MISS COCKY BOUTIQUE

Columbia, SC

**Sales Associate**

June 2021 – August 2022

Generated sales revenue by assisting customers throughout the buying process, manage store inventory, and register.

- Managed special store events and communicated sales promotions to customers
- Trained and adapted new employees to company procedures and selling techniques.
- Created graphic designs to promote store contents/sales to customers

CAROLINA TOGETHER

Columbia, SC

**Event Planning Assistant**

October 2020 - Current

Setting up and managing large scale events/fundraisers from set up to finish.

- Am a team manager for a Columbia metropolitan area event: The Gervais Street Bridge Dinner. This event hosts over 1,000 patrons and fundraises for the river districts of Columbia.

KOGER CENTER OF THE ARTS (UOFSC)

Columbia, SC

**Usher**

November 2020 - May 2021

Assisted guest during their time at the venue to ensure an enjoyable and orderly experience.

- Provided security for center by surveying the venue and ensuring compliance to procedures.

**ORGANIZATIONS** UofSC American Marketing Association

**IT SKILLS** Microsoft Word, Excel, PowerPoint, Clover, Shopventory, Shopify, Prezi, Canva

**ACTIVITIES** Traveling, Graphic Design, UofSC Sports