

## ADDISON MAYNARD

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### EDUCATION

**Texas A&M University**, College Station  
Bachelor of Marketing - Retail Buying & Management  
GPR: 3.678

May 2021

### WORK EXPERIENCE

**CE Borman & Associates**, College Station, Texas

September 2020 – Present

*Marketing Assistant*

- Construct email & Google Ad campaigns to get reader/viewer's attention and focus on the statistics contrived
- Write three to five blog posts per month featuring relevant content for the law firm's website
- Post three times daily to the Facebook page and create Facebook ads with a monthly budget of \$400

**America's Country Store**, College Station, Texas

August 2020 - Present

*Customer Service Associate*

- Greet all customers enthusiastically to create a positive shopping experience
- Conduct monetary transactions through purchases, returns, and exchanges
- Strategically display products to get customers' attention and to create a visually appealing environment

**Texas A&M Residence Life**, College Station, Texas

August 2018 – May 2020

*Resident Advisor*

- Build relationships with and supervise 300+ residents to maintain proper order of halls
- Utilize marketing and advertising skills in order to get residents to attend educational programs
- Creatively display bulletin boards and decorate the halls for the residents to feel more at home

**Rachel Allan**, Houston, Texas

May 2019 - August 2019

*Marketing Intern*

- Created new Pinterest accounts for the various Rachel Allan brands and updated old accounts
- Scouted models, videoed, and photographed the July Preview Show
- Worked on photoshoots to help dress changes go smoothly and take pictures for social media content

**Buckle**, The Woodlands, Texas

May 2019 - August 2019

*Sales and Management Intern*

- Participated in leader development meetings to set personal and store goals for the week
- Catered specific selling tactics to the diverse needs of the guests
- Grew a women's tops category by 50+ spots to top 30 throughout the entire company

### ACCOMPLISHMENTS

**M.B. Zales Leadership Scholar**

November 2018 - December 2019

- Nominated to Represent the Center for Retailing Studies at Texas A&M University
- Attend luncheons with executives, the Retailing Summit, and HQ offices in New York City

**2019 Rising Star**

January 2019

- Represent Mays Business School through the National Retail Federation Student Program

**Professional Distinction in Retail - 6 Semesters**

September 2018 - Present

- Engage in extracurricular activities, internships, and workshops that build professional skills

### ACTIVITIES

**Student Retailing Association - VP of External Affairs & President**

January 2018 - Present

- Communicate with retail executives to coordinate company meetings for the benefit of members

**C.C. Creations Model**, College Station, Texas

December 2019 – March 2020

- Participated in photo shoots for a collegiate branded boutique

**IMG College Licensing Experience**

September 2018

- Engage with executives in the retail industry as well as attend New York Fashion Week
- Learn how college licensing works and how major brands license A&M clothing

**Chi Alpha**

September 2017 - Present

- Designed graphics for social media, spread Christianity around campus and raised money for missions

**Couture House Brand Ambassador**, Spring, Texas

July 2016 - June 2017

- Modeled Couture House's dresses in photo shoots and represented them on social media