

Brian Weber

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EDUCATION

Illinois State University Normal, IL

Expected Graduation May 2022

Bachelor of Science in Marketing

Sequence: **Integrated Marketing Communications**

Minor: **Data Analytics**

WORK EXPERIENCE

Adobe Brand Ambassador Normal, IL

May 2019- Present

Marketing Intern

- Host events at ISU to teach students about Adobe
- Advertise Adobe to ISU and increase student package sales

Illinois State Athletics Intern Normal, IL

December 2018- Present

Marketing Intern

- Propose new marketing ideas to help improve game attendance
- Create flyers and online advertisements
- Help increase sales of student ticket packages by \$50,000
- Create promotions for ISU gymnastics matches

Tinley Court Tinley Park, IL

June 2017- August 2018

Server

- Collaborated with other employees to get the elderly residents their meals on time
- Assisted the residents with a variety of problems in the dining room
- Solved different problems in the kitchen that needed to be done quickly

ORGANIZATIONS & ACTIVITIES

Member of Alpha Kappa Psi Business Fraternity

November 2018-Present

Pledge Activities Coordinator

- Manage different social media accounts with team
- Coordinate different events for pledges to help them learn more about our members
- Provide creativity to help pledges learn their material

Sports Business Society

May 2019-Present

Founder and VP of Marketing

- Manage social media accounts and post about our members
- Created constitution and budget to help the organization start effectively
- Utilize connections to collaborate on different site visits to gain experience

PROJECTS

Alpha Apparels

September 2018-November 2018

VP of Marketing

- Organized a group of seven college students to market our business
- Designed logos and different shirts using Adobe Illustrator
- Lead the group in different discussions or tasks that needed to get done

SKILLS

Proficient in Microsoft Office- Word, PowerPoint, and Excel

Proficient in HTML and CSS

Experience with Adobe products such as Photoshop, Illustrator, and InDesign