
FRANK E. RODRIGUEZ

ferodri@ilstu.edu • (708) 254-1014 • linkedin.com/in/frank-rodriguez21 • 8812 West 93rd Place • Hickory Hills, IL 60457

EDUCATION

Illinois State University

College of Business: Bachelor of Science

Major: Business Management

Sequence: Entrepreneurship & Small Business Management

Normal, IL

May 2021

PRE-PROFESSIONAL EXPERIENCE

Monster Energy

Colligate Ambassador Team

Normal, IL

August 2019-Present

- Educate students about product via one-on-one and group interaction to increase curiosity of the brand
- Distribute 280 cans of product to students monthly to increase brand awareness
- Incorporate Monster Energy in various student organizations and events to enhance word-of-mouth marketing
- Compile student feedback of product and report responses to Monster Energy to improve products

Intern Queen Inc.

Brand Ambassador for Open Nature

Normal, IL

August 2019-September 2019

- Planned and scheduled sampling events to gain brand awareness on the Illinois State University campus
- Created social media content to be shared on my personal accounts to promote events and showcase product

FairPlay Foods

Cashier/Front-End

Hickory Hills, IL

August 2015-June 2019

- Multitasked at register to meet customers satisfaction in a timely and friendly manner
- Handled large quantities of money and balanced the drawer to ensure financial stability
- Maintained a clean register and surrounding work environment to meet health and safety requirements
- Upheld a positive demeanor and engaged in quality conversation with customers

ISU Telefund Center

Student Caller/Fundraiser

Normal, IL

October 2018-December 2018

- Contacted prospects by phone to raise funds for Illinois State University scholarships and schools
- Delivered prepared scripts to prospects to persuade donation and/or survey engagement
- Conducted self as a professional representative of the client/host institution
- Accurately enter computer data of demographic and result updates to keep prospects information current

LEADERSHIP EXPERIENCE

Professional Business Fraternity Alpha Kappa Psi – Xi Psi

Vice President of Communications for Stick It

Normal, IL

February 2019-April 2019

- Co-founded Stick It, a custom design laptop sticker company where all proceeds were donated to Autism McLean
- Developed marketing strategies on Facebook page to create excitement for company resulting in 139 total page likes and averaging 603 engagements per post
- Managed a team of six highly motivated individuals to effectively increase communication with customers
- Resolved customer service issues by maintaining persistent communication with clients and adjusting to customer feedback
- Profited over \$1200 within 8 weeks, utilized social media and campus engagement to reach sales

Acacia International Fraternity

Officer, Historian

Illinois State University

January 2019-Present

- Implement a new social media plan resulting in a 39% increase in following and a 26% increase in total engagements
- Maintain strong social media and brand presence across Instagram, Facebook, and Twitter
- Manage social media planning and use marketing strategies to increase community engagement
- Capture and edit photographs to provide attractive content for users via Canon EOS 150 and Adobe Lightroom

Officer, Service Chairman

August 2018-December 2018

- Planned and organized events for members to volunteer time
- Arranged events at various non-profit organizations to serve and aid the community
- Compiled service hours earned by each member to meet 8-hour minimum requirements
- Organized events with other Acacia chapters in the Midwest