

Erica Dempsey

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Education

MASTER DEGREE. EXPECTED TO GRADUATE MAY 2019. FLORIDA STATE UNIVERSITY

- Master of Business Administration, one year accelerated program
- Related coursework: Organizational Behavior, Staffing, Compensation, Business Law

BACHELOR DEGREE. GRADUATED MAY 2018. FLORIDA STATE UNIVERSITY

- Majors: Marketing, Business Management
- Related coursework: Accounting, Economics, Finance, Microsoft Excel

Work Experience

KSC INC. INTERNSHIP - SARASOTA, FL

- Created and edited content for client websites
- Performed research for new target markets
- Worked on logistics and operation of the Florida Public Relations Association's 2017 conference
- Gained vital experience using Constant Contact and Word Press, in addition to utilizing my skills in Excel

TERRI WILLIAMS AND ASSOCIATES INTERNSHIP - SARASOTA, FL

- Assisted in creating and delivering promotional packages to target market
- Performed market research, developed social media for clients, edited web content
- Conducted in person visits to prospects on behalf of agency clients

Involvement

FSU TENNIS CLUB 2014-2018

- Leadership: President of the club for the 2016-7 school year; Secretary 2015-6 and 2017-8
- Recruited new membership through recruitment events, and further engaged current members to improve long-term retention
- Organized a two-day tournament of more than 170+ players from 23 teams across the state
- Represented the club as the liaison to the USTA, other university clubs, and the FSU sports club office to submit requests, gain approval on projects, events and overall management
- Managed a budget of more than \$10,000
- Managed communication among team of officers as well as between the leadership team and the 70+ active members in the club
- Organized the logistics and travel for tournament participation including entry forms, team assignments, transportation, meals and lodging for 30-50 FSU participants for up to ten events per year

GAMMA PHI BETA SORORITY, COLLEGIATE MEMBER 2014-2018

- I completed and proctored study hours, participated in various philanthropic events, and exemplified the higher social and academic standard required of membership.

FSU STUDY ABROAD PROGRAM, FLORENCE, ITALY, SUMMER 2016

- Cultural exploration combined with business courses, with 4.0 GPA achieved while abroad.