

Isabella S. Neu

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SUMMARY

Results-driven marketing student with 1+ years of management experience and 2 years in food and beverage service. Proven ability to lead teams, exceed sales goals, and build strong customer relationships. Passionate about marketing, leadership development, and contributing to growth-focused, collaborative environments.

EDUCATION

Auburn University | Auburn, AL

2024

Harbert College of Business

Bachelor of Science in Business Administration

Major: Marketing; **Minor:** Communications

TECHNICAL SKILLS

- **Certifications:**
 - Ethical Leadership (NASBA)
 - Content Marketing (HubSpot Academy)
 - SEO Principles
- **Tools:**
 - Microsoft Suite
 - Salesforce CRM

WORK EXPERIENCE

Blenz Bowls | Auburn, AL

Team Member | **May 2023 – May 2024**

- Delivered friendly, efficient service in a fast-paced environment with frequent customer interactions
- Prepared high-quality food products while maintaining strict safety and cleanliness standards

Palm Beach Tan | Auburn, AL

Store Manager | **November 2021 – May 2023**

- Recruited, trained, and led a high-performing team, managing weekly schedules and performance reviews
- Exceeded sales goals consistently and implemented leadership strategies to improve store performance and reduce turnover
- Planned and executed promotional events and local partnerships to drive brand awareness and customer engagement

Claire's Boutique | Johns Creek, GA

Sales and Customer Satisfaction | **January 2020 – July 2020**

- Provided personalized assistance to customers in a retail environment

Hurricane Grill and Wings | Johns Creek, GA

Hostess | **January 2019 – December 2019**

- Created a positive customer experience by performing front of house restaurant duties