

Meredith Fernandez
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EDUCATION

James Madison University, Harrisonburg, VA
Bachelor of Business Administration in Marketing
Concentration in Digital Marketing

Expected Graduation May 2025

MARKETING EXPERIENCE

Digital Marketing Intern, Rocco Building Supplies, LLC, Harrisonburg, VA May 2024 – Present

- Collaborate with the Marketing and Sales departments to create social media posts for platforms.
- Created visually engaging advertisements and flyers using Canva to promote Rocco's products and educate customers. Additionally, designed informative email campaigns via Constant Contact for distribution to both customers and employees.
- Conduct research on the customer base to create strategies to effectively reach them.

Team Member, Integrated Marketing Communications Plan, James Madison University Spring 2024

- Collaborated with five other team members to create an integrated marketing communications plan for a non-profit organization in Harrisonburg, Virginia, Rockingham Educational Foundation Inc.
- Created various deliverables such as brochures, billboards, and rack cards on Canva for the company utilizing a brand board.
- Developed objectives, strategies, and tactics to achieve the marketing goals of the client.

Team Member, COB 300: Integrative Business Course, James Madison University Fall 2023

- Led a seven-member team in crafting a business plan for a product, covering management, finance, marketing, and operations, and presented it to our professors.
- Created a revenue/sales forecast using scholarly sources such as BizMiner, selecting multiple target markets, creating the positioning/competitive analysis, and marketing mix.

CAMPUS INVOLVEMENT

Active Member, Phi Chi Theta, James Madison University September 2022 – Present

- Attend various professional events such as LinkedIn workshops, resume workshops, and mock interviews.
- Work with Public Relations Committee by taking pictures at events to help promote the organization.
- Participate in fundraising events for charity, such as a 5k for MS as well as mentor for the newer members to orient them to the organization.

Member, CHAARG, James Madison University September 2022 – December 2022

- Participated in group workouts and activities as a member.
- Attended small groups for events such as painting nights and pasta parties.

WORK EXPERIENCE

Fitness Manager, James Madison University Recreation Center, Harrisonburg, VA August 2023 - Present

- Started as a Fitness Assistant and then advanced to Fitness Manager in August 2024.
- Oversees the operations of the fitness center and leads a team of 3-4 fitness assistants while on shift.
- Ensures that the fitness center is clean and safe and that participants have a positive experience overall.

Team Member, Target, Leesburg, VA June 2022 – May 2024

- Unpacked boxes of medicine and personal care items from delivery trucks and followed processes accurately with attention to detail, monitored own progress and accurately prioritized tasks. Was available to solve issues for the guests and improve their experience.

Sales Associate, Gap Factory Inc., Leesburg, VA November 2020 – May 2022

- Folded merchandise to provide customers a neat and orderly shopping experience as well as assisted customers throughout the store with pricing questions and locating certain clothing items. Updated and maintained clothing stock, maintained physical counts and computer records.

RELEVANT COURSES

Business Analytics 1& 2, Interpersonal Skills, Integrative Business: Marketing, Integrated Marketing Communications, Consumer Behavior, Professional Sales, Marketing Analytics, Social Media Marketing, Services Marketing

TECHNICAL SKILLS

Microsoft Excel, Canva, PowerPoint, Constant Contact, Google Analytics, Buffer, Chat GPT