Alex Mason

555 N Sheridan Rd, Lake Forest, IL 60045

(847) 735-5555 • amason@lakeforest.edu

**Education**

**Lake Forest College** – Lake Forest, IL Expected May 2020

*Bachelor of Arts in Business, Minor in Music* GPA: 3.6/4.00

**Employment Experience**

**American Outfitters** – Waukegan, IL May 2018 - August 2018

*Sales Intern*

* Created a new associate client approach to improve customer relations and sales
* Organized and executed promotional events for groups of over 200 guests to increase sales
* Managed four employees’ schedules, ensuring the smooth operation of a fast-paced business

**Guitar Center** – Highland Park, IL December 2017 - January 2018

*Team Associate*

* Provided customers with key product information reflecting their specific needs and goals in selecting appropriate instruments and accessories
* Focused on upselling strategies and price negotiation as part of a store-wide sales team and consistently exceeded sales targets
* Negotiated with customers and made quick decisions during high pressure sales situations

**The Lantern** – Lake Forest, IL May 2016 - August 2016

*Waitress*

* Created a positive first impression for customers by greeting them appropriately and managing their expectations for table service resulting in a high degree of satisfaction
* Trained new wait staff on procedures, technique, and interacting successfully with patrons

**Extracurricular Experience**

**American Marketing Association,** Lake Forest, IL August 2016 - Present

*Treasurer*

* Managed a $1,000 budget, entered accurate financial information for all transactions, conducted monthly audits and submitted complete records to the college

**Lake Forest College Men’s Ice Hockey Team,** NCAA D III August 2016 - Present

*Forward*

* Coached and mentored freshman team members to be successful

**Relay for Life,** Lake Forest, IL August 2016 - May 2017

*Secretary*

* Maintained effective records and developed a project plan that was used as a template for future events, to ensure that all assignments were completed in a timely manner

**Honors**

**Dean’s List Member**, Lake Forest College August 2016 – Present

Awarded to students who maintain a 3.6 GPA and a rigorous class schedule

**Presidential Scholarship**, Lake Forest College August 2016

Awarded to students exhibiting excellent academic potential and talent from across the United States

**Skills**

Excel, PowerPoint, Word, Access, Publisher, Journalistic Photography, Spanish (Conversant)