Lydia Schmidt

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# BUSINESS MANAGEMENT

As a driven and motivated student at the Fox School of Business, Temple University, I am actively seeking internship opportunities that will allow me to apply my academic knowledge, hone my skills, and contribute to a dynamic business environment. I am a Marketing major with an International Business minor. With a solid foundation in business administration and marketing, and a passion for innovative problem-solving, I am eager to leverage my education and experiences to make meaningful contributions to a forward-thinking organization.

# KEY COMPETENCIES

Proficient in:

All Microsoft programs (Excel, Word, PowerPoint, Outlook, Teams, etc.)

All Google programs (Docs, Slides, Meet, Calendar, Sheets, etc.)

Report writing and presenting Critical thinking skills

Creating digital marketing pitches Interpersonal connections Attentive to detail

# PROFESSIONAL EXPERIENCE

## Hubspot X LinkedIn Ad Campaign Ambassador and Intern

## Jan 2024-Present

Engaging in a 7-week training and project program, learning to manage LinkedIn Ad campaigns, culminating in a 30-hour project for HubSpot customers. Obtaining LinkedIn Marketing Strategy Certification, while gaining practical experience in digital marketing strategies.

## PetSuites Eagan

Front Desk Host May 2023 - December 2023

Adept at leveraging technology to enhance customer interactions and streamline operations. Proven track record in providing exceptional customer service, managing reservations, and utilizing software systems for efficient workflow. Skilled in addressing customer inquiries, maintaining a positive customer experience, and collaborating with a team to ensure smooth operations. Strong attention to detail and adaptability to evolving technological landscapes. Created social media posts to increase revenue and customer outreach.

## Hy-vee Inc. Checker

December 2019 - September 2021

Customer-focused and detail-oriented professional with experience as a Checker at Hy-Vee. Proficient in

utilizing point-of-sale systems and other technology to facilitate smooth and efficient transactions. Proven track record in providing excellent customer service, handling transactions accurately, and addressing customer inquiries. Skilled in maintaining a positive and friendly demeanor to create a welcoming shopping experience. Collaborative team player with a commitment to delivering exceptional service in a fast-paced retail environment.

## Personal Nanny Care-taker

May 2018 - July 2019

Dedicated nanny with a unique blend of childcare expertise and business-oriented skills. Recognized for

creating a structured and supportive environment for children while incorporating organizational and time management abilities. Proven adaptability in managing household schedules and providing exceptional care, demonstrating a commitment to professionalism and confidentiality. Leveraging strong communication skills and attention to detail cultivated in childcare roles to contribute effectively in business-oriented environment.

# EDUCATION & CERTIFICATIONS EXTRACURRICULAR ACTIVITIES

## Temple Fashion and Business Club Member

Bachelor of Business Administration

Temple University Jan. 2023-present Philadelphia, PA

Student Professional Organization with speakers who focus on sustainable fashion and start up of personal businesses

## Temple Fashion and Business Editorial

I collaborate closely with fellow team members to brainstorm ideas, conduct research, and produce articles, blog posts, and social media

Study Abroad Term Hellenic American University Aug. 2022-Dec. 2022

Athens, Greece

## Highschool Diploma

Trinity School at River Ridge Aug. 2018-June 2022

Eagan, MN

updates that resonate with our audience.

## Alpha Xi Delta (Iota Chi Chapter) Member

Greek life organization with a concentration is academic success and realizing each individuals potentual