

---

## Ashley Rae Underdale

Underdaa@mail.gvsu.edu (248) 961-2587

849 Lakewood Drive  
Rochester Hills, MI 48309

10897 48<sup>th</sup> Avenue Apt. F-02  
Allendale, MI 49401

- Objective** To obtain full-time employment in the field of Marketing and/or International Business while executing my organizational, creative, and multi-tasking skills.
- Education** Graduating April 2011 Seidman College of Business  
Grand Valley State University Grand Rapids, MI  
B.B.A Marketing & International Business  
Spanish (Intermediate-Advanced)  
**GPA: 3.2**
- Work Experience**
- Summer 2010 University Directories Chapel Hill, NC  
*Sales Representative/Intern*
- ◆ Attended week-long sales training in Chapel Hill, NC learning a variety of sales techniques and approaches.
  - ◆ Visited 30 to 40 new or current advertisers daily.
  - ◆ Enhanced interpersonal communication and time-management skills.
  - ◆ Maintained daily sales records.
  - ◆ Developed teamwork skills during daily meetings.
- 2006-2010 Oakland Optometry Oakland Twp., MI  
*Sales Associate/Receptionist/Advertising Manager*
- ◆ Scheduled appointments.
  - ◆ Ordered contact lenses and frames for patients.
  - ◆ Unloaded, processed, and organized inventory in computer system.
  - ◆ Goal was to provide excellent service to both customers and patients.
  - ◆ Set up events with sales representatives from all companies that we worked with for promotional events at our location.
  - ◆ Organized and implemented promotional events at our location.
- 2007-2009 Red Ox Tavern Auburn Hills, MI  
*Hostess*
- ◆ Goal was to provide excellent service to customers at all times.
  - ◆ Set up party reservations.
- Additional Experience**
- Fall 2010 Case Study Grand Rapids, MI  
*Executive Board Member*
- ◆ Currently in the process of working with the American Marketing Association to develop a marketing plan that has the potential to be implemented by Nintendo.
- Summer 2009 Universidad de Deusto Bilbao, Spain
- ◆ Participated in Study Abroad through an international business program
  - ◆ Hands on cultural experience with the Spanish language
  - ◆ Helpful addition to 8 years of experience with the language
- Affiliations** American Marketing Association  
Grand Valley State University Chapter  
VP Professional Development
- Skills** Microsoft Office Programs; Organization; Work well with others; Very personable; Self-sufficient and independent.
- References** References are available upon request.