**Martina Embry**

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**EDUCATION**

**University of Central Florida**  **Orlando, FL**

*Bachelor of Science in Business Administration, Marketing & Finance* Expected Graduation: December 2025

*Certificate in International Business*

*Member of the Professional Selling Program*

**Cumulative GPA:** 3.9

**Awards:** Dean’s List (x7) | President’s Honor Roll (x2) | Recipient of LAC Scholarship (x3) | Inducted Member of NSLS

**EXPERIENCE**

**ESA**  **Maitland, FL**

*Sales & Market Research Intern* May 2024 – August 2024

* Conducted research to identify and analyze potential clients, generating qualified leads and accelerating the sales cycle
* Discovered 50% of the year’s opportunities through market research and client analysis, driving strategic growth
* Collaborated with internal teams to drive competitive intelligence and create innovative solutions for prospects' needs

**The Coca-Cola Company**  **Orlando, FL**

*Vitamin Water UCF Campus Ambassador* August 2023 – September 2024

* Executed 5-7 sampling events on campus per semester to gather feedback on new flavors through targeted advertising
* Promoted Coca-Cola on social media an average of 5 times every month to increase following and brand awareness
* Built relationships with key stakeholders on campus and identify ways to improve Coca-Cola’s presence and visibility

**Dyverse** **Orlando, FL**

*Part-Time Account Coordinator* August 2023 – March 2024

* Worked alongside Account Managers optimizing advertising campaigns within Google ads for over 90 campaigns
* Enhanced client satisfaction by taking notes during monthly calls and providing detailed recaps for various properties
* Supervised and trained new interns on platforms for conducting negative keyword research and campaign optimizations

**LEADERSHIP AND PROFESSIONAL DEVELOPMENT**

**UCF College of Business Ambassador Orlando, FL**

*Communications Committee Member*January 2024 – Present

* Oversee the College of Business Ambassador's social media platforms to showcase initiatives, enhancing engagement
* Represent the Dean’s Vision for the College of Business by facilitating 5+ key programs and events per semester
* Work biweekly with a dynamic team of 30 student ambassadors to drive the execution of programs and initiatives

**ALPFA UCF (Association of Professionals for America) Orlando, FL**

*VP of Corporate Relations Committee* January 2024 – August 2024

* Secured $8k+ in golf tournament sales, boosting revenue by 54% to fund 20+ students for the ALPFA Convention
* Led a committee of 10 people and secure events with 20+ Fortune 500 Companies, resulting in increased opportunities
* Met biweekly with a team of 10 board members to make decisions and foster collaborative solutions for growth

**AMA (American Marketing Association) Orlando, FL**

*Head of Operations of Growth & Innovation Committee* January 2023 – December 2023

* Attended weekly speaker events with different companies to network and learn about their industry and opportunities
* Developed and executed a mentorship program and managed the committee alongside the VP of Growth & Innovation
* Attended bi-weekly board meetings to review organizational progress, provide updates, and advance key initiatives

**SKILLS, ACTIVITIES & INTERESTS**

**Languages:** English (Native) | Spanish (Native) | French (Intermediate)

**Computer Skills:** Microsoft Office (Excel, Word, PowerPoint, Outlook, Teams) | Canva | Google Ads | Salesforce | Asana | R

**Hobbies & Interests:** Traveling | Reading | Podcasts | Personal Finance | Roller Skating