Caitlin Gutta

8 Brookside Place - Morgantown, WV 26505 - (304) 614-9827

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**EDUCATION**

**West Virginia University** – Morgantown, WV Expected Graduation, May 2018

Bachelor of Science in Business Administration (3.73)

Major: Marketing

Minor: Advertising

**WORK EXPERIENCE**

**West Virginia University Arts and Entertainment**, Morgantown WV August 2016 – Present

*Guest Services Intern*

* Graciously create and maintain environment safe for patrons
* Attend to unsuspecting occurrences and issues with proper solutions
* Supervise, work with, and train Front of House Event Staff

*Marketing Intern*

* Maintained Marketing and Advertising expense and revenue reports for each event
* Configured press releases for various mediums and social platforms
* Categorized clientele data into Access database
* Involved in enhancement of online social media presence and events

**Arnold Palmer Signature Golf Course at Stonewall Resort**, Roanoke WV

*Beverage Cart Operator* Summers 2014 - 2017

* Facilitated in creation of relationships to generate returning customers
* Trained new employees to a high standard of work
* Aspired for total increased sales of food and beverages by making adjustments to products sold

*Pro Shop Attendant* May 2017 – August 2017

* Provided merchandise knowledge and enabled customer decisions to increase sales
* Effectively communicated with outside staff to ensure prompt care of customers
* Consistently adhered to quality standards of work and going beyond required duties

**CERTIFICATIONS**

* Inbound Marketing Certified February 2017 – March 2018
* Google AdWords Certified March 2017 – March 2018

**CLUBS**

* AICPA Member – Student Affiliate August 2017 - Present
* WVU Marketing Club Member August 2016 – Present
* American Marketing Association Member August 2016- August 2017

**HONORS**

* WVU Dean’s List
* WVU President’s List
* WV PROMISE Scholar