

PETER S. HANSEN

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PROFILE

Third year, International Business Management and Marketing double major from the University of Dayton seeking a summer internship in the field of Human Resources or Marketing specializing in the areas of employee relations, recruitment and training, and strategic culture initiatives with a background in event management and organizational behavior. Available mid-May.

EDUCATION

University of Dayton

School of Business

Graduation: May 2018

International Business Management (HR) & Marketing, Sustainability Minor

GPA: 3.73

Bachelor of Science in Business Administration

University of Dayton Honors College

Spain in Three Episodes: Business in Madrid, Malaga, and Barcelona

RELEVANT EXPERIENCE

Flyer Enterprises

Dayton, Ohio

Director of Marketing of Heritage Coffeehouse

April 2017- Present

- Establishing a solid brand and brand awareness for the first year of operations while managing over 15 Sales Associates
- Overseeing all social media and working with Social Media Coordinator
- Strategically planning and executing multiple campaigns throughout the year
- Hiring and consulting with Graphic Designer for all print and online advertisements including the first logo

Event Coordinator of Services

April 2016- April 2017

- Led two teams of 6 individuals each, one dedicated to increasing community service initiatives and presence, and the other dedicated to building employee relations and culture
- Managed a budget of over \$25,000 in order to plan, coordinate, and execute the first annual, 3 day, 2 night student-run business workshop for Spring 2017
- Responsible for ensuring and providing excellent hospitality and service to over 60+ individuals from 15+ schools around the nation
- Worked with upper level executives to build company culture through multiple charitable and employee engagement events

Assistant General Manager of the CHILL

April 2015- April 2016

- Gained greater responsibility when dealing with operations of a student-run smoothie business such as inventory management, waste reduction and divisional hygienic standards
- Was responsible for purchasing \$100 worth of weekly inventory that accounted for a major base for products
- Joined an innovation team of 8 employees geared at redefining and reestablishing a healthy product at the division
- Increased knowledge of marketing and human resource strategies to ensure promotion and consistency of product amongst all employees

Sales Associate at the CHILL

March 2014- April 2015

- Developed an understanding of the concepts of running a business including finance, operations, new product development, and marketing

Alpha Kappa Psi Professional Business Fraternity

Dayton, Ohio

Recruitment Chair

February 2015- Present

- Recruited and interviewed over 60+ potential new members with a less than 33% acceptance rate
- Coordinated and marketed various recruitment events ranging from networking to professional workshops
- Participation in professional events such as guest speakers, resume reviews, company meet and greets, etc.

Dr. Eric F. Spina, 19th President of the University of Dayton, Steering Committee

Dayton, Ohio

Undergraduate Committee Member

January 2017- Present

- Participated in strategic conversations about the University with over 15+ individuals from various departments on campus
 - Represented over 7000+ undergraduate students on decisions ranging from financials to degree programs
 - Helped create a vision for the next 20 years for the University of Dayton
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ORGANIZATIONS

Dayton, Ohio

Gamma Epsilon Lambda Service Fraternity (Social Chair)

September 2016-Present

- Participated in numerous service and brotherhood building events

Student Government Association (Undergraduate Business Representative)

August 2014- Present

- Active senator, member of the senate finance and sustainability committee, and temporary speaker of the senate