

ALIZA EDWARDS

CONTACT

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- Orange City, IA

EDUCATION

**Bachelor of Arts in
Sport Management:
Media/Marketing**

**Bachelor of Arts in
Business Admin.-Management**

Northwestern College
Orange City, IA
Expected May 2027

RELATED COURSES

Project Management
Public Relations
Principles of Management
Principles of Marketing
Intro to Kinesiology
Leadership in Sport Management
Human Resource Management
Principles of Financial Accounting

ATHLETIC INVOLVEMENT

Varsity Soccer Athlete

Northwestern College
Orange City, IA
August 2022–Present

- Hone leadership, persistence, and resilience while working on a team
- Utilize time management and organizational skills to balance a full academic schedule with athletic commitments

PROFESSIONAL PROFILE

- Dynamic and results-driven professional** focused on applying media and marketing skills within athletics
- Proven student-athlete** with experience in problem-solving, collaboration, and fostering supportive environments
- Energetic leader** with a passion for creating memorable customer experiences
- Hardworking team player** with skills in serving customers and driving sales while tailoring experiences to meet individual needs

DIRECTED FIELD EXPERIENCE

Kinesiology Job Shadow | Puerto Rico November 2024

- Kayaking company:** Observed the importance of proper setup, transportation, and communication with customers leading up to and throughout kayaking expeditions
- Hotel:** Watched a new employee in training with a focus on customer service, handling guest complaints, setting up for meetings, and troubleshooting
- Ziplining company:** Observed tour guides welcoming groups and explaining procedures to a diverse audience while ensuring the safety of equipment

Media Job Shadow | Spencer Main Street | Spencer, IA October 2024

- Shadowed executive director, observing how she interacts with local business owners and creates advertisements and activities to promote their companies
- Sat in on a planning meeting for the annual Clay County Fair, the largest county fair in the country

RELATED WORK EXPERIENCE

Marketing + Sales | The Barn Swallow | Okoboji, IA 2021–Present

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment
- Monitor brand consistency across marketing channels and materials

Media/Receptionist | DermUs Skin Care & Spa | Spencer, IA 2022–Present

- Oversee marketing and media to help the company stay up to date with the latest trends and assist in revenue generation
- Monitor consistency in communications across marketing channels and materials
- Assist customers with product selection to ensure customer satisfaction

ADDITIONAL WORK EXPERIENCE

Nanny | Lovin Family | Spencer, IA Summers 2021–Present

- Provide a safe and stimulating environment for three children ages 3-10

Barista | New Life Nutrition | Orange City, IA 2025–Present

- Develop new drinks to enhance the menu and promote offerings through marketing efforts and customer engagement
- Used interpersonal and organizational skills to provide excellent customer service