

# 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