

# Stephen Turner

## College

Junior studying Marketing and Data Analytics with two summers of paid work experience and a campus leadership role managing a \$14,200 event budget. Comfortable pulling insights from spreadsheets, running social campaigns, and presenting to non-technical audiences. Seeking a summer 2025 internship in brand or growth marketing.

## CONTACT INFORMATION



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## EDUCATION

Bachelor of Business  
Administration, Marketing  
(concentration in Data Analytics),  
University of Michigan, Ross  
School of Business, Expected  
May 2026

Dean's List: Fall 2022, Winter  
2023, Fall 2023

Relevant Coursework: Marketing  
Research, Consumer Behavior,  
Applied Regression, Database  
Tools for Business, Digital  
Marketing Strategy

## KEY SKILLS

- Excel (pivot tables, VLOOKUP, basic macros)
- Querying relational databases to pull and summarize business data
- Google Analytics 4
- Meta Business Suite and TikTok Ads Manager
- Canva and Adobe Express

## PROFESSIONAL EXPERIENCE

Marketing Intern | Blue Harbor Outfitters, Traverse City, MI |  
May 2024 – Aug 2024

- Built and scheduled 47 pieces of Instagram and TikTok content over the summer, growing follower count from roughly 8,100 to nearly 11,000.
- Cleaned three years of email subscriber data in Excel and cut the bounce rate on the weekly newsletter by about a third.
- Sat in on weekly merchandising meetings and drafted the customer-facing copy for the fall catalog release.
- Wrote an end-of-summer memo on Gen Z shopping habits that the marketing director shared with the ownership group.

Vice President of Programming | Ross Business Association, Ann Arbor, MI |  
Aug 2023 – Present

- Manage a \$14,200 annual programming budget across 9 speaker events and 2 case-competition weekends.
- Recruit and coordinate a team of 6 event leads, delegating outreach, catering, and A/V for each event.
- Grew average event attendance from around 40 students to consistently over 90 by shifting from lecture-format panels to interactive workshops.
- Rebuilt the sponsor outreach template and closed a new partnership with a Detroit-based consulting firm for the spring semester.

Barista | Sweetwater Coffee Roasters, Ann Arbor, MI |  
Sep 2022 – May 2024

- Worked 15-20 hours per week around a full course load while staying on the Dean's List.
- Trained 4 new hires on espresso drinks, POS, and closing procedures.
- Handled morning rush of 120+ transactions per shift with a two-person team.

- Tableau (coursework)
- Survey design (Qualtrics)
- Public speaking and event coordination
- Conversational Tamil