

Melanie Kavalowskas

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Education:

Merrimack College, Girard School of Business
Bachelor of Science in Business Administration

North Andover, MA
May 2017

Concentrations: Marketing

GPA: 3.6

Professional Experience:

Commonwealth Motors

Lawrence, MA

October 2015- present

Product photography, Digital and Inventory Marketing

- Utilize marketing knowledge and skills to aesthetically photograph vehicles to promote the product to the consumer on the website using Inventory Online Vehicle Marketing Suite
- Edit vehicle photos to look the most appealing on desktop screens and mobile phones when accessing the website
- Manage inventory levels of the amount of missing car photos using Inventory Online Vehicle Marketing Suite
- Track inventory within the dealership to update online status

Market Basket

Cashier and customer service associate

Nashua, NH

August 2009- Present

- Accountable for providing exceptional customer service including resolution of customer concerns for approximately 200 customers per day.
- Manage and balance incoming sales revenue managing a cash drawer up to \$800.
- Process various customer payment methods including checks, credit and debit cards, EBT cards, and government WICs.
- Supervise and train newly hired cashiers and assist in their acclimation to the position.
- Accountable for organization, marketing displays, and cleaning registers at the checkout area

Merrimack College Writing Center

Writing Tutor

North Andover MA

September 2014- May 2015

- Participate in a leadership role by guiding students with various forms of writing including undergraduate and graduate papers, and utilizing multiple writing formats such as MLA, APA etc.
- Assist others with learning writing skills with grammar, organization, and development of writing
- Work with bilingual and international students to assist them with their interpretation of the English language

Related Courses/Work:

- Intro to Business, Intro to Marketing, Intro to Accounting, Intro to Business Statistics, Management and Information Systems, Advertising and Promotion, Web Page Design, Marketing Strategy, Writing Tutor Preparation, Independent photography study
- Experience with presenting social media/website designs and creating a detailed marketing plan for Companion Coats Entrepreneur
- Experience with making a print Ad for Fuddruckers

Leadership & Volunteer Experience

Merrimack College Merit Scholarship

- Dean's List Freshman through Junior year

Market Basket Educational Scholarship for employee dedication

2013- Present

London Summer Olympics 2012

August 2012

- Contributed in 30 member acapella group that was selected to represent the USA and perform 19 college level acapella arrangements for London Live events at the Olympic Park

Skills & Interests:

- **Certifications:** Bloomberg Certified
 - **Computer Skills:** Proficient in: Microsoft Office, PowerPoint, Excel, *social media*; Facebook, Twitter, Instagram
Familiar with: Photoshop, Adobe Muse
 - **Languages:** Proficient in Spanish
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