**RILEY ARNOLD**

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**EXECUTIVE SUMMARY**

Accomplished student at the University of Central Florida with experience in digital marketing, project management, sales, leadership, and customer service. Effective communicator to develop and maintain strong customer relationships. Passionate about analytics, strategy, affinity, and innovation in the workplace.

**EDUCATION**

**University of Central Florida,** Orlando, FL **May 2025**

Bachelor of Science in Business Administration, Marketing

Major GPA: 3.15

**PROFESSIONAL EXPERIENCE**

**GeoTarget** – Remote **May – July 2024**

Sales Intern

* Assisted Sales team by thoroughly prospecting potential markets with the help of AI for businesses in need of digital marketing services and creating a strong list of over 150 prospects twice a week
* Tailored scripts to engage in meaningful conversations when cold calling prospects and secure appointments for sales reps
* Used intonation, program knowledge, and sales techniques to provide a valuable opportunity to leads and communicate urgency and exclusivity during calls

**Universal Orlando Resort** – Orlando, FL January **– April 2024**

Digital Production and Project Management Intern

* Managed creative execution for digital marketing campaign projects across email, web, and app by creating project timelines that align with sprint priorities
* Participated in Agile ceremonies to communicate and identify blockers for the scrum team
* Assigned tasks and routed jobs for internal, licensor, and legal approvals as necessary before requesting and delivering final assets.

**Universal Orlando Resort** – Orlando, FL **September** **– December 2023**

Direct Digital Marketing Intern

* Strategized content for emails to thousands of annual passholders, completed segmentation and taxonomy, aligned with partners on strategy and timelines, and attended meetings and provided updates to DDM team
* Documented and analyzed key performance metrics in excel using Salesforce and Tableau to identify opportunities and patterns for improvement to craft presentations on how to optimize program effectiveness
* Created an onboarding planner to provide new hires with the necessary resources and information they need to succeed in their roles

**LEADERSHIP EXPERIENCE AND INVOLVEMENT**

**American Marketing Association**  **November 2023 – Present**

Vice President of the Growth and Innovation Committee

* Directing our Mentorship Program by planning and executing events for over 35 members, creating step-by-step activities for mentors to complete with their mentees to enhance their resumes, LinkedIn profiles, e-portfolios, etc.
* Meeting bi-weekly with the Cabinet, Executive Board, and G&I committee to provide updates, address blockers, plan for future events, assign work, and propose new ideas
* Competing in and planning both competitions and conferences to gain industry insights and skills while networking with other AMA chapters and companies

**ADDITIONAL INFORMATION**

**Computer Skills**

* Microsoft Excel, Word, PowerPoint, Canva, Salesforce, Tableau, Workfront, Qualtrics

**Certifications**

* Microsoft Office Specialist: Excel Associate (Office 2019)
* LinkedIn – Email Marketing: Strategy and Optimization, Digital Marketing Tools: Create a Marketing Campaign from Start to Finish