

Sylvia Ritzler

St. Paul, MN

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Education

Third year Marketing Management student at the University of St. Thomas

Major: Marketing and Management, Minor: Theology and the Common Good

University of St. Thomas Campus Involvement

Varsity Cross Country and Track Athlete 2021-2023

- Pushed myself and my teammates to great achievements
- Took part in year-round competition
- Learned time management skills to balance academics and athletics

Theology Common Good Scholar 2021-present

- Work as an advocate for social justice
- Take classes in a cohort to learn about theology and how it relates to social justice
- Attend community events to learn about social justice issues in Saint Paul

Professional Experience

Stylist, Free People Movement, October-Present

- Work with a team to achieve success and sales
- Style customers, maintain a clean store, enhance shopping experience for customers

Athletic Events Marketing Intern, Life Time, May-September 2023

- Collaborated and worked under the Senior Marketing Director of Life Time's Athletic Events
- Expanded my knowledge of event marketing, project management, and Life Time's Athletic Events
- Learned Sprinklr software, created social media posts for accounts with thousands of followers, and developed brand guidelines
- Worked across multiple event marketing and graphic design teams

Research Assistant, Dominican University, River Forest, IL 2022

- Analyzed quantitative (descriptive analysis with Excel) and qualitative (content analysis) data collected from students
- Learned critical and analytical thinking skills

Social Media Analyst, Consultant, 2020-2021

- Analyzed social media presence and strategy for SRAM Corporation and Zagone Studios, LLC.
- Identified strengths and opportunities in social media presence advertising, including recommendations for increasing followers and sales