

KEILANI HAMANN

414-943-7552 | klhamann@crimson.ua.edu | <https://www.linkedin.com/in/keilani-hamann/>

Skills

- Spanish, Intermediate Skill in Reading, Writing and Communication
- Leadership; Former Co-Captain Alabama Women's Rowing; Founder and President of University of Alabama Walking Club

Education

University of Alabama, Tuscaloosa, AL
Master's in Marketing
Specialization in Digital and Social Media
May 2021

University of Alabama, Tuscaloosa, AL
Marketing, May 2020

Project Experience

Professional Development Research, University of Alabama, Tuscaloosa, AL

Spring 2018

Research Developer

- Surveyed different on-campus groups on professional development workshops they would like to attend
- Presented ideas and data to members of Culverhouse Career Center, as well as, faculty members of the Culverhouse College through a Microsoft Excel document and Prezi

Work Experience

Green Guy Gourmet, Birmingham, AL

June 2020-Present Day

Marketing Intern

- Grew E-commerce Sales by 133%, Units sold by 633% and Orders by 333%
- Develop all social media content for Facebook, and Instagram accounts
- Started Email Marketing Campaign which lead to 55% more online orders

Nike, Beaverton, OR

June 2019-August 2019

Nike Kids Sales Intern

- Participated in quarterly seasonal "Go to Market Process" for Nike Kids products
- Developed complete marketplace map for Nike Kids category with specific breakdowns in eight categories including but not limited to, gender, age, wholesale bookings, year-to-date sales, revenue, store information
- Implemented marketplace map template and framework and presented findings to Nike North America Kids team through Microsoft Excel spreadsheet and Microsoft PowerPoint
- Communicated daily with over one hundred Nike employees in order to gather data

ALDI, Mt Juliet, TN

June 2018-August 2018

District Manager Intern

- Performed quality control checks: focusing on detail, the best practices on technique to ensure store efficiency and safety for customers, as well as, employees
- Provided excellent customer service at grand openings by greeting, handing out gifts, introducing new customers to the store and resolving customer issues
- Created, designed and presented a plan for an improved employee satisfaction survey to a group of District Managers

Honors/Leadership/Activities

- **Athletics:** SEC Student-Athlete Honor Role (8 Semesters), Former Co-Captain University of Alabama Women's Rowing, Paul W Bryant Student-Athlete of the Year Finalist, Emerging Tide Leaders Academy
- **Leadership:** President of University of Alabama Walking Club, Omicron Delta Kappa, Former Martha Parham Hall Senator
- **Volunteerism:** Al's Pals, Habitat for Humanity, Tim Tebow's Night to Shine, Veteran's Center

