

# Ronald Smith

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## Career Summary

Disney College Program Intern at The Walt Disney World Resort August 2014. Bachelor's degree in Management and Marketing with experience in guest operations, sports management, and creating relationships. Passionate leader and self-starter who enjoys working in team environments. Proficient in Microsoft Office including Word, Excel, and Outlook.

## Education

Northern Arizona University, The W.A. Franke College of Business 3.41 GPA  
B.S.B.A., Management and Marketing May 2014

Education funded through grants, scholarships, and tuition waiver.

## Relevant Experience

Front Desk Cashier, Disney's All Star Resorts June 2014 – Current

- Balanced multiple priorities and tasks at once to ensure a satisfying Guest experience
- Handled upsetting Guest situations and provided Guest service recovery
- Responsive to Guest's needs to ensure their stay exceeds expectations
- Built strong relationships with Guest's and co-workers

Marketing Intern, NAU Athletics Department September 2011 – May 2014

- Managed athletic games and events with team members and game management staff
- Planned and executed game promotions during time outs and half time
- Work with other teams to ensure safety and entertainment including the cheer team and security

Marketing Intern, Career Development Office at NAU Summer 2013 – May 2014

- Planned Career Exploration Day event for 5,000 students with over 65 employers in attendance
- Created promotional materials such as flyers, social media posts, and mass e-mails
- Assisted with marketing projects and assignments regarding our office responsibilities
- Responsible for communication with our business partners to assist in postings jobs, interview set up, and event details

Student Mentor, The W.A. Franke College of Business August 2013 – May 2014

- Advised students on FCB resources, student organizations, and professional development
- Presented building tours to prospective students, parents, alumni, and donors
- Assisted with Pathway Events by creating flyers, introducing guest speakers, and event execution
- Represented the college in a positive way at all times, on and off campus

Delta Sigma Pi; Professional, international business fraternity

*Senior Vice President* Fall 2013

- Provided leadership to a chapter of over 50 brothers

Turn Over

- Recruited 24 members for our Fall 2013 pledge class

*Vice President of Professional Activities*

Spring 2014

- Built relationships with companies and executives to organize chapter activities
- Collaborated with officers to discuss improvement and development of the organization

## Professional Activities

Warren Buffett/Berkshire Hathaway Trip

Spring 2013

- Chosen as one of 20 elite, business students to represent NAU in Omaha, NE
- Conversated with Mr. Buffett about business and investment strategies over lunch and dinner
- Received a private tour of various Berkshire Hathaway companies
- Learned several Berkshire Hathaway marketing and management strategies

BizBlock

Fall 2012

Upper division business course that integrates marketing, management, and business communication.

- Completed a 90 page business plan with pro-forma financial statements
- Conducted extensive industry and market research
- Learned and applied concepts of effective teamwork and task delegation
- Prepared and gave a professional presentation to investors on the business plan

Undergraduate Symposium Winner

Spring 2014

- Competed against five different teams in an oral competition
- Wrote a 34 page marketing plan for a local, retail store
- Presented a professional 10 minute presentation to the college's faculty, staff, and students

## Awards and Achievements

- ✓ Dean's List, Fall 2013 and Spring 2014
- ✓ Federated Insurance Scholarship recipient, Spring 2013
- ✓ Awarded *Brother Dedicated* by peers, Fall 2013 and Spring 2014
- ✓ Recognized by NAU as an *Outstanding First Generation College Student*, Spring 2014
- ✓ Received many "Four Key Fanatics" cards from Guests and Cast Members