

Felicia Adamczyk

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EDUCATION

The University of Michigan- Dearborn Dearborn, MI
Bachelor of Business Administration 9/2010 - Present
Expected Graduation: May 2014
Major- Marketing
Minor- Communications
Overall GPA- 3.96

EXPERIENCE

Marketing Intern 5/2013-8/2013
Henry Ford Health System Detroit, MI

- Worked with Media Resources to develop flyers, direct mail pieces, brochures, and newsletters
- Evaluated Google AdWords campaigns
- Wrote articles for publication in newsletters
- Facilitated live social media coverage of surgical procedures

Orientation Leader 2/2011 - 01/2012
The University of Michigan-Dearborn Dearborn, MI

- Led groups of freshman and transfer students on a campus tour
- Advised students on the class registration process
- Contacted potential student candidates to remind them about their scheduled visit

ACTIVITIES

Alpha Kappa Psi- Colonist since 11/2012
President since 5/2013

- Leading the establishment of a chapter of Alpha Kappa Psi at the University of Michigan- Dearborn
- Developing chapter plan and budget for 2013-14 school year
- Tracking progress of chapter projects and events
- Overseeing chapter operations

American Advertising Federation – UMD
Creative Director since 3/2013

- Developing advertisements for organization events
- Managing social media profiles

College of Business Student Advisory Board- Member since 4/2013
Vice President since 12/2013

- Planning events to increase student engagement on campus
- Contacting professionals for guest speaker opportunities

Entrepreneurship Academy 2014 Project Manager

- Successfully managed program under changing conditions

SKILLS

- Google AdWords Individually Qualified (12/13/2012)
- Adobe Photoshop, Illustrator, InDesign
- Fluent in Polish (State Certified Level B1)

HONORS AND AWARDS

- 2014 University of Michigan- Dearborn Difference Maker
- Achieved Deans List status for 4 years
- Achieved James B. Angell scholar award status for 3 years