

# Eliza Marzolf

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## EDUCATION

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**University of St. Thomas, Opus College of Business – St. Paul, MN**  
Bachelor of Science in Business – Entrepreneurship  
3.90 GPA

Expected Graduation: May 2024

**Miami University, Farmer School of Business – Oxford, OH**  
Bachelor of Science in Business – Marketing

September 2020 – May 2021

## EXPERIENCE

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**Mary & Jane – Roseville, MN**

September 2023 – Present

*Marketing Intern*

- Wrote and published 10+ blog posts to the brand's website to help customers learn more about the product and industry, build a community around the brand, and improve the website's search engine optimization
- Built out the brand's email automation system using the platform, Klaviyo, to ensure that the brand's email marketing is making an impact and generating sales
- Interviewing professionals and influencers to learn more about their experience in the brand's industry and gather insight that will be turned into an interview series for the brand's blog and social media platforms

**RBC Wealth Management – Minneapolis, MN**

June 2023 – August 2023

*Marketing & Communications Intern*

- Proposed to leadership the utilization of AI-generated speech-to-text and meeting summarization tools to reduce the amount of time that financial advisors spend on post-meeting tasks by 520 hours/year
- Facilitated the brand refresh of the marketing materials used by financial advisors by updating and transferring 60+ informational ecards from Outlook to Salesforce Marketing Cloud
- Managed the communication between the marketing department and the page owners of the organization's internal website to update 279 items and links that were no longer compliant

**Evereve – St. Paul, MN**

March 2023 – May 2023

*Stylist*

- Forecasted and upheld an understanding of the fashion industry's newest trends to ensure that customers received expert styling advice
- Earned the trust of customers through conversations about their body type shape and personal fashion preferences that resulted in successful styling sessions and clothing purchases of \$1,000+
- Developed valuable organizational skills through the maintenance of the retail floor and the utilization of the store's point of sale management system, Celerant Technology

**Allianz Life – Golden Valley, MN**

June 2022 – August 2022

*Enterprise Operations Intern*

- Analyzed 100+ customer satisfaction responses each week and selected noteworthy responses for the department's directors to review in an effort to improve customer service
- Established the Engagement and Learning Incentive training program to encourage the internal career development of employees in the Contact Center
- Interviewed 12 managers in the IT department to learn about their data literacy and presented recommendations of tools, such as Power BI, that can be leveraged to improve their team's data utilization

## ACTIVITIES & LEADERSHIP

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**Women in Business - Oxford, OH and St. Paul, MN**

September 2020 – Present

*Creative Director (2022), President (2023)*

- Planned 9 meetings with local businesswomen as guest speakers to help club members expand their networks and learn more about achieving success in the business industry
- Hosted the 2<sup>nd</sup> annual gala that had 100+ attendees and raised over \$2,000 for the non-profit organization, Dress for Success
- Designed the marketing collateral for the club and managed its social media platforms to promote membership and active participation of its 325 members