

HUGO N. HAWK

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Education

State University of New York at New Paltz, New Paltz, NY

Bachelor of Science in Marketing minor English

Expected May 2017

- GPA 3.6, Dean's List

Meigi University, Tokyo, Japan

August-December 2015

Study Abroad: Demonstrated independence, adaptability, and cross-cultural communication skills while immersed in a multinational academic program.

Related Coursework/Projects

- **Marketing Research:** gained skills and knowledge in survey methodology, sample selection, fieldwork, tabulation, statistical analysis, and report writing.
- **Consumer Behavior:** researched data on Pepsi Co. to gain insight on the motivation, attitudes, and shopping behavior of consumers.
- **Marketing Strategy:** formulated and implemented a marketing strategy for a mock company.

Related Experience

Marketing Intern, Asia Society, Los Angeles, CA

January 2016-present

- Research and analyze business trends to prepare informational materials for programs.
- Communicate with external contacts from key countries in Asia to assemble news briefings on business and economics trends.
- Collaborate with the department director and staff to develop public programming and events ranging from 10-250 attendees.

Research Assistant, SUNY New Paltz, New Paltz, NY

January 2016-December 2016

- Collaborated with faculty mentor to identify trends in consumer behavior.
- Maintained and updated a 250 person client/survey recipient database.

Additional Experience

Receptionist, Hampton Inn, New Paltz, NY

September 2016-present

- Processed all guest requests in a timely and friendly manner including reservations, check-in, room changes, and complaints.
- Maintained a professional and approachable demeanor to act as a resource, provide customer service, and build a relationship for a repeat guest.

Server, Cracker Barrel, East Greenbush, NY

August 2012-2015

- Demonstrate interpersonal skills when provided friendly customer service to approximately 100 customers per shift.
- Worked as a team with fellow servers, management, and kitchen staff to ensure timely order fulfillment.

Skills

Presentation: PowerPoint, Prezi **Database Management:** Excel, Access

Languages: Bilingual in Japanese and English