**SKYLOR HOLDEN**

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**EDUCATION**

**Bachelor of Science in Commerce and Business Administration**, - August 2021

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Marketing Minor: Management

**RELEVANT COURSE WORK**

 **Business Communications** (Fall 2020), **International Business** (Spring 2021), **Marketing** (Spring 2020) **International Marketing** (Spring 2021), **Foundations of Entrepreneurship** (Spring 2021) **Leadership and Ethics (**Spring 2021)

**PROJECT WORK**

**Marketing (MKT 300)**, Spring 2020

*Class Project*, The University of Alabama, Tuscaloosa, AL

* Designed a natural makeup wipe remover called *Greenclean* for millennial women (aged 19-30)
* Analyzed top beauty brands and in order to find the best target market that will respond to our product that is lacking in the market
* Collaborated with 3 team members to compose 3 reports and findings in research via Microsoft Office
* Strengthened public speaking skills by presenting product and marketing strategies to professor via Zoom due to COVID restrictions

**Marketing Strategist (Business Communications)**, Fall 2020

*Class Project*, The University of Alabama, Tuscaloosa, AL

* Headed the development of the marketing plan and aided in the development of the business plan
* Created a product tailored to reach a certain target market
* Conducted market research and analysis to better the product and how we would reach our target
* Created and implemented ideas on slogan, logo, advertising, pricing, and distribution.

**President and Brand Manager, Premier Biking Co. (International Marketing)**, Spring 2021

*Class Project*, The University of Alabama, Tuscaloosa, AL

* Oversee and plan the company development an all plans (business simulation)
* Create a product tailored to reach a certain target market
* Create and implemented ideas on slogan, logo, advertising, pricing, and distribution.

**RELEVANT WORK EXPERIENCE**

**Resident Advisor**, August 2018– Present

*Housing and Residential Communities, The University of Alabama,* Tuscaloosa, AL

* Aid the students by prioritizing their safety, serving as the primary point of emergency contact for 1000 students, providing them with appropriate campus resources, promote inclusivity through programming, and making sure that the community is inviting, tranquil, and united. Trained in emergency situations such as sexual harassment/assault, community violations, and diversity, equity, and inclusion

**Desk Assistant**, January 2021– Present

*Housing and Residential Communities, The University of Alabama,* Tuscaloosa, AL

* Act as first responder to students residing on campus with lockout issues, noise complaints, maintenance issues, and all emergencies

**ADDITIONAL EXPERIENCE**

**AT&T Summer Academy Intern (Online),** June 2020 – July 2020

* Provided insightful tips on how to not only successfully influence, manage a business, and develop managerial/organizational skills, but how to be a well-rounded individual inside by providing self-care tips

**Envision Summer Program**

**NYLF Business Innovation** Columbia University, NYC, New York August 2015

* Nominated and selected among high school students worldwide to engage in business development among 150+ students/business leaders
* Competed in Entrepreneurial Challenge and Business simulation
* Connected with business leaders and students across the globe to develop knowledge in entrepreneurship

**LEADERSHIP EXPERIENCE**

**Greek Ambassador**, November 2020 – Present

*National Pan-Hellenic Council Representative and Tour Guide* , The University of Alabama, Tuscaloosa, AL

* Host tours for potential future UA students and retain information pertaining to NPHC, IFC, APA, and UGC Greek Councils

**Secretary/Director of Membership Intake**, November 2020 – Present

*National Pan-Hellenic Council*, The University of Alabama, Tuscaloosa, AL

* Issue and necessary correspondence on behalf of the council, plan and oversee Convocation events, create joint council calendar and create meeting agendas for executive board and general body meetings.

**Publicity Team Co-Chair**, October 2020 – Present

*Delta Sigma Theta Sorority Inc. Lambda Zeta Chapter*, The University of Alabama, Tuscaloosa, AL

* Create and implement ideas on all public relations, social media content/graphics, and event publications for promotion of the Chapter.

**Creative Director**, December 2020 – Present

*Nu Creation,* Tuscaloosa, AL

* Create and implement ideas on all styling, event publications, creative direction, and group promotion.

**Founders Day Chair**, June 2020 – January 2021

*Delta Sigma Theta Sorority Inc. Lambda Zeta Chapter*, The University of Alabama, Tuscaloosa, AL

* Plan and oversee program/service to commemorate 108 years since the sorority’s founding

**Media Design Team Co-Chair**, August 2020 – Present

 *Afro American Gospel Choir*, The University of Alabama, Tuscaloosa, AL

Create and implement ideas on social media content/graphics and event publications in promotion of the organization

**Economic Development Chair**, October 2019 – Present

 *Delta Sigma Theta Sorority Inc. Lambda Zeta Chapter*, The University of Alabama, Tuscaloosa, AL

* Oversee planning and execution of all events hosted by the Chapter that gives economic awareness and skills to attendees

**Corresponding Secretary**, June 2020 – Present

 *Delta Sigma Theta Sorority Inc. Lambda Zeta Chapter*, The University of Alabama, Tuscaloosa, AL

* Oversee all chapter correspondence between the executive board and current chapter members

**Sergeant At Arms**, June 2019 – June 2020

 *Delta Sigma Theta Sorority Inc. Lambda Zeta Chapter*, The University of Alabama, Tuscaloosa, AL

* Aided the President in keeping order and supervise the admittance of persons to meetings

**1st Vice President**, June 2019 – January 2020

 *Afro American Gospel Choir*, The University of Alabama, Tuscaloosa, AL

* Conducted general and executive committee meetings in the absence of the President, oversee all committees/fundraising, and aid them in their duties

**Corresponding Secretary**, June 2018 – June 2019

 *Afro American Gospel Choir*, The University of Alabama, Tuscaloosa, AL

* Conferred with both the Business Manager and Recording Secretary in coordinating and executing correspondence,

to produce a weekly newsletter and create all official flyers for events, run social media accounts, and assume the duties of the Recording Secretary in his/her absence.

* Implemented ideas, designs, and graphic content watched/ interacted with by 500+ viewers

**HONORS & ACTIVITIES**

Sandral Hullet Award (2018)

1st Crown University of Alabama Toy Ball Queen (2018)

Most Dedicated- Afro American Gospel Choir (2018)

Member of National Society of Collegiate Scholars and 2 additional honor societies (2019)

Delta Sigma Theta Sorority Inc. (2019)

**VOLUNTEER SERVICE**

Al’s Pals

Boys and Girl’s Club

**COMPUTER SKILLS**

Microsoft Office, Canva, Adobe Spark