# Charlotte Diemar

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## EDUCATION

**University of Miami Herbert Business School** — **Coral Gables, FL**
*Bachelor of Business Administration in Marketing, Minor in Finance* — Expected May 2028

- **Relevant Coursework:** Managerial Accounting; Principles of Financial Accounting; Fundamentals of Business Technology and Innovation; Business Analytics; Professional Selling

**Dublin Business School** — **Dublin, Ireland**
*Semester Abroad* — September 2024 – December 2024

- **Relevant Coursework:** Marketing Essentials; Foundations in Social Psychology; Media and Identity

## WORK & LEADERSHIP EXPERIENCE

**A7FL | Sponsorship & Marketing Strategy Project** — **Miami, FL**
*University of Miami Project* — October 2026

- Collaborated on and presented a sponsorship proposal to A7FL's CEO, proposing Athletic Brewing as a partner to support MADD Sports' mission
- Developed an experiential marketing campaign featuring brand activations, social media promotions, and fan engagement strategies

**AZZI+CO** — **New York, NY**
*Marketing and Operations Intern* — June 2026 – August 2026

- Coordinated clothing shipments and sample requests for stylists, influencers, and clients
- Researched influencers and content creators to identify potential brand partnerships
- Maintained and updated Excel spreadsheets to track inventory, shipments, and client information
- Analyzed social media performance and developed presentations highlighting actionable client insights

**Beach Plum** — **Bradley Beach, NJ**
*Ice Cream Shop Senior Team Member (Seasonal)* — July 2021 – August 2026

- Oversaw daily operations in a fast-paced, high-volume environment, ensuring efficient service and a positive customer experience for over 300 customers daily
- Trained 20 new seasonal employees, mentoring them on customer service and operational procedures

**Devils Youth Foundation** — **Newark, NJ**
*Intern for Senior Independent Study Project* — April 2024 – May 2024

- Developed event proposals for the 2025-2026 Devils season, supporting fundraising and community engagement initiatives
- Researched 30 nonprofit partners to identify opportunities for strategic partnerships and event planning

**Pingry Women's Ice Hockey Team** — **Basking Ridge, NJ**
*Captain, 1st Team All-State* — November 2023 – March 2024

- Led team to State Championship through collaborative leadership, strategic playmaking, and fostering team unity
- Set the school all-time scoring record
- Mentored younger players and helped organize team practices, workouts, and pre-game routines

## SKILLS & INTERESTS

**Certifications:** Google – Foundations: Data, Data, Everywhere (July 2026)

**Technical Skills:** Adobe Illustrator, Photoshop, InDesign, Microsoft Excel, PowerPoint, Canva

**Interests:** Fashion, Pilates, Ice Hockey, Traveling, Pottery, Cooking