

BOBBIE FLETCHER

Santa Barbara, CA | +1 (760) 912 0101 | mf@ucsb.edu | www.linkedin.com/in/bobbiefletcher | <https://bit.ly/bobbieportfolio>

EDUCATION

University of California Santa Barbara, Santa Barbara, CA

Expected June 2026

Bachelor of Arts in Economics, pursuing a certificate in the Technology Management Program

GPA: 3.73/4.0

Relevant Coursework: Business Strategy, Leadership Development, Academic Writing, Econometrics, Microeconomics Theory

WORK EXPERIENCE

Island View Outfitters, Retail Associate

June 2024 – Present

- Utilize Shopify to facilitate retail transactions, e-Commerce, and manage 1,000+ items, enhancing the purchasing experience
- Support visual merchandising efforts by ensuring displays are attractive and well-maintained

National Panhellenic Conference Inc., Vice President of Marketing

January 2024 – Present

- Manage and create content for all of UCSB Panhellenic's social media channels with a combined audience of 6,000+ followers resulting in a 30% increase in instagram followers, 119% increase in tik tok followers, and 100k+ tik tok views
- Developed merchandise, including a sweat set for 48 Rho Gammas, t-shirts for over 2,000 members, and launched the first-ever Panhellenic-wide crewneck for 350+ members significantly boosting community engagement among members
- Successfully managed 2 paid advertising campaigns targeting UCSB, resulting in a +409% increase in IG impressions and reaching 80,000+ accounts. These efforts contributed to a record-breaking 36% rise in recruitment sign-ups, totaling 1,041 sign-ups
- Filmed/edited house tour videos, attracting 10k+ views on YouTube, and created a compelling trailer IG reel that captured 14k+ views

ReThink Ice Cream, Campus Brand Manager and Intern

May 2023 – January 2024

- Developed UCSB on-campus ambassador team by recruiting (screening and interviewing) and organizing 5+ team members
- Marketed the brand across UCSB campus by creating digital marketing content, producing 25+ short-form videos and graphics
- Spearheaded UCSB instagram growth by 600+ followers with 6500+ impressions leading to delegation of cross-campus account
- Initiated and executed influencer collaborations with audiences of 300k+ and company partnerships through promotional campaigns
- Organized sponsorship campaigns with 20+ organizations through 10+ sampling events leading to distribution of 600+ ice cream pints

UCSB Athletics Marketing and Promotions, Intern

Feb 2023 – Present

- Assist the UCSB Athletics department in game day operations including operating fan cam, lights, music, and timeout promotions
- Accelerate marketing efforts by assisting with weekly game day graphics, outreach, flyering around campus, and other creative initiatives to increase attendance by ~50% at sport games
- Support with email marketing campaigns to send to 20,000+ students and alumni, and using CTR to assess the success of campaigns

UCSB Residence Hall, Desk Attendant

Jan 2023 – Present

- Responsible for providing excellent customer service to 600+ students/visitors and promoting events and services to residents
- Utilize various software platforms and systems to submit 10+ work orders a week, keep track of important information, book meetings/reserve rooms, check equipment in and out, and oversee dorm keys for 500+ residents

R.W. Baird, U.S. Equity Sales Team Intern (London, UK)

July 2022

- Created 3 stock pitches and delivered a presentation to the 8 person analyst team to provide stock selection recommendations
- Gained strong experience in analyzing individual companies and market trends, evaluating quarterly reports and stock evaluations

LEADERSHIP AND MANAGEMENT EXPERIENCE

Women in Business, Vice President of Operations

July 2024 – Present

- Oversee all operations for over 250+ fee-paying members including booking venues for all member events and board meetings; maintaining, adding, and creating events to our calendar; ensuring that events run smoothly with pace and timing
- Organize member programs/projects in tandem with Heads; successfully launched our WIBestie program with 140+ sign-ups
- Develop relationships with alumni, professors & other professionals to provide resources for 250+ members

Women in Business, Head of Graphic Design

July 2023 – July 2024

- Responsible for producing 2+ graphics a week and content for instagram with 1400+ followers (increased instagram growth by 133%), designing weekly event slides, making and producing merchandise throughout the year, and maintaining/updating the website using WIX
- Attend weekly board meetings and assist with the execution of weekly events for 250+ fee paying members
- Mentor by providing one-to-one guidance, resume and cover letter reviews, goal setting and maintaining documentation to track progress

UCSB Economics Department Diversity, Equity, and Inclusion Committee, Member

Feb 2023 – Present

- Selected as one of 20 to help make the Economics major more accessible to students of all backgrounds through planning and executing initiatives in collaboration with the Economics professors at UCSB and assisting with on-campus marketing efforts and outreach

Emanuel School Prefect, Head of Outreach

May 2021 – July 2022

- Initiated partnerships with low-income/isolated communities including organizing and sending 350+ Christmas cards from students
- Led and executed a "Tech and Tea" event, which made technology more accessible to 12+ seniors at a local care home

Business Owner

Sept 2018 – Sept 2021

- Founded a business that specialized in international candy products and used Sum-Up technology to facilitate payment; profit of ~£2,500

SKILLS AND INTERESTS

- *Technical Skills:* MS Office (Word, PowerPoint, Excel, Outlook), Canva, Adobe Photoshop, Adobe Illustrator, WIX web development, Chartered Institute of Marketing Certificate, certificates in Conversations with Vulnerable Clients, Data Protection, Financial Crime, the Senior Management & Certification Regime (London Wall Partners LLP)
- *Interests:* Exercise, logo/merchandise design, entrepreneurship books, tennis (president of tennis club with 60+ members), brunch