

SHANIA OROZCO

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WOO | Strategic | Achiever | Significance | Competition

EDUCATION

University of Nebraska-Lincoln, Lincoln, NE

Bachelor of Science in Business Administration, December 2026

Major: Marketing

Minor: Advertising and Public Relations

GPA: 3.35

WORK EXPERIENCE

UNL College of Business TLC, *Statistics Tutor*, Lincoln, NE, August 2024-Present

- Breakdown class materials by explaining the fundamental basics of the course to 10-15 students weekly.
- Prepare learning and review material using Canvas and Canva to aid in student learning.
- Organize and lead review sessions using strong presenter skills in preparation for exams an average of 25 students each session.

Union Pacific Railroad, *Year-Round Marketing & Sales Intern*, Omaha, NE, June 2024-Present

- Process an average of seven requests weekly from economic development entities across the country to identify suitable areas for further company growth using LOIS and Atlas.
- Restructure and correct project tasks using Salesforce daily to ease the flow of team projects.
- Introduce and develop a written, now bi-annual, procedure to identify flaws or needed updates within the team's public website to ensure customer satisfaction.
- Update and uphold standard work practices to ease the team's daily procedures and ensure cohesiveness towards the team's work and goals.
- Compile reports in Salesforce and Excel to analyze customer data and suggest strategy to target specific customers and regions.

INVOLVEMENT

Union Pacific Railroad, *Campus Ambassador*, Lincoln, NE, August 2024-Present

- Emphasize the internship experience as at Union Pacific Railroad to other students by detailing the company's sales and marketing outlook.
- Attend and engage in UP sponsored events or career fairs at UNL's campus to aid in recruitment.

American Marketing Association at UNL, *VP of Special Events*, Lincoln, NE, May 2024-Present

- Coordinate and plan meetings in alignment with AMA standards to ensure steady meetings.
- Collaborate with executive members to promote recruiting and expand the current chapter.
- Connect with the professional AMA chapter through email to reinforce connections between them and the school chapter.

Husker Wrestling, *Volunteer Student Manager*, Lincoln, NE, November 2023- Present

- Document two to three individual matches by video recording bi-weekly for later review.
- Track inventory and fulfill online orders through the athletics wrestling department using strong organization skills to ensure timely deliveries and increase customer satisfaction.
- Execute event set-up and work through department-sponsored camps alongside a group of four to seven members.

SKILLS

Computer: Certified in Microsoft suite, Tableau, Salesforce, LOIS, Canva

Languages: Spanish (Native speaker)