

ANNA DELPH

Email: annadelph99@gmail.com • Phone: 317-750-7340 • LinkedIn: <https://www.linkedin.com/in/anna-delph>

EDUCATION EXPERIENCE

Indiana University Bloomington (IU), School of Public Health (SPH)

May 2021

Bachelor of Science in Recreation, Major: Tourism, Hospitality, and Event Management

GPA: 4.0/4.0

The Kelley School of Business, Minor: Business • The Media School, Minor: Media and Creative Advertising

Language: Literate in Spanish

HubSpot Certifications (Jan 2021-Feb 2023): Social Media Marketing • Content Marketing • Digital Advertising • Inbound Sales

Awards:

- 2021 Top GPA Earner Scholarship & Graduation Speaker (School of Public Health)
- 2020 & 2021 Outstanding Undergraduate in Tourism, Hospitality, and Event Mgmt
- 2018 Union Board Committee Member of the Year
- 2018 Business Team Case Competition Finalist (Top 7 of 200 Teams)
- 2018-2021 IU Dean's List
- 2018-2021 IU Founder's Scholar
- 2018 IU Culbertson Essay Winner

PROFESSIONAL EXPERIENCE

Retail Sales Representative • The Hershey Company • Indianapolis, IN

May 2021-Present

- Manage \$3 million~ in retail sales for 18 mass chain grocers and big box retail stores
- Develop relationships with 54~ store managers to communicate the value of Hershey through real-time sales data, plan and execute seasonal retail programs, and gain optimal in-store display space to drive incremental growth of Hershey sales
- Grow Walmart topline sales by over 5% in 3 months with new territory
- Design and execute award-winning in-store displays to effectively promote the Hershey brand

Marketing & Facility Rentals Intern • Indiana State Museum & Historic Sites • Indianapolis, IN

Jan 2021-April 2021

- Initiated the department's first mass surveying efforts by producing three surveys for 500+ event planners
- Coordinated a professional styled wedding shoot with 10~ event vendors that was published to Wedding Day Magazine online
- Implemented 5-6 promotional, social media, and blog collaborations with outside event vendors through strategic outreach

Virtual Program Coordinator Intern • SIREN Women's Cooperative • Portsmouth, RI (Virtual)

May 2020-Nov 2020

- Coordinated event logistics and marketing material for the organization's first virtual fundraiser with local Rhode Island business figure that achieved our goal of \$4,000
- Developed the organization's first 90-page manual including 501(c)(3) documentation, program plans, and organizational structure

Event Intern • Monroe Convention Center • Bloomington, IN

Aug 2019-April 2020

- Innovated a new themed booth concept to increase engagement at a community event for 1000+ attendees within a \$500 budget
- Planned all aspects of the holiday party for 40~ staff and developed the center's first newsletter to boost employee morale
- Collaborated with management to write and organize new policies for the convention center's updated 2020 venue contract
- Examined banquet event orders against actual room set-ups to ensure all specifications were met for up to 2000 attendees

Food & Beverage Intern • Kalahari Resorts & Conventions • Wisconsin Dells, WI

May 2019-Aug 2019

- Rotated to 6 dining concepts throughout the 600,000+ sq. ft. property including indoor/outdoor waterpark concessions and full-service, mastering each outlet's menu, layout, and standard operating procedures in 2 weeks to 1 month
- Collaborated with event staff to efficiently set up and serve at the Nelson Family Foundation VIP gala for 150+ high-tier donors
- Supervised 6-8 pub servers by ensuring quality food presentation while attending to the requests of 80+ guests

Promotions & Programs Intern • Purdue Extension Hamilton County (4-H Program) • Noblesville, IN

May 2018-July 2018

- Planned and executed two youth outreach initiatives within a \$0 budget for 25 elementary students and 5 middle-school students
- Organized activities for the county fair, creating a scavenger hunt for 500+ fair visitors and managing 200+ exhibits