

# IMA KNIGHT

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## SUMMARY

Former professional BMX racer who is a competitive team player with experience abroad and a keen sensitivity to people from diverse cultural backgrounds. Highly motivated, goal-oriented professional, active learner; a decision-maker skilled in implementing innovative ideas. Recently returned to Plano, TX area after four years in Indianapolis for undergraduate.

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## EDUCATION

**Marian University** **Indianapolis, IN**  
*Bachelor of Science in Marketing* *May 2017*

- Concentration in Psychology
- Relevant Classes: New Media Marketing, Market Research, Business Promotions

**Cross Cultural Maymester – Ireland, Spain and Italy** *May 2017*

**Marian University Cycling Team** *August 2013 – May 2017*

- Recruited and awarded scholarship for number one cycling program in the country
  - Served as Captain and earned 33 National Champion honors including an individual honor as the Dual Slalom National Champion
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## SKILLS

MS Word, Excel & PowerPoint | Survey Monkey | Social Media | Business Writing | CRM Software | Canva | Pixlr

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## MARKETING EXPERIENCE

**Eyecon Advertising and Video Production** **Plano, TX**  
*Marketing Intern* *July 2017*

- Assisted in the creative content development for digital marketing campaign
- Analyzed the market to identify competitors' strengths and weaknesses
- Generated leads through digital media campaign

**Indiana State Museum** **Indianapolis, IN**  
*Marketing and Management Volunteer Services Intern* *Jan. 2017 – May 2017*

- Aided in the hiring, training and evaluation of groups of volunteers to maintain exhibit requirements
- Logged data with Volgistics (local CRM software) to enhance volunteer communication
- Assisted marketing team in implementation of its marketing, media and public relations plans through digital media

**Gold's Gym** **Indianapolis, IN**  
*Brand Ambassador* *Jan. 2016 – Dec. 2016*

- Promoted the company and their franchises at various cycling and speaking engagements
- Maintained relationship with Gold's Gym sponsors, attended networking at events
- Exhibited sportsmanship, leadership and positive attitude as a role model for youth

**Elevated Clothing** **Plano, TX**  
*Marketing Program Director Intern* *June 2016 – Aug. 2016*

- Advertised and marketed the company by wearing logo attire as a cycling representative
  - Managed and maintained social media sites to increase brand awareness within BMX community by 5%
  - Arranged, organized and directed booth for promotional activities to optimize sales and visibility in BMX
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## ADDITIONAL EXPERIENCE

**Accurate Dent Repair** **Addison, TX**  
*Receptionist* *June 2013 – Aug. 2016*

- Determined customer's needs and requests to direct to appropriate company representative
  - Maintained proprietary database for sales, financial transactions using QuickBooks, and appointments
  - Promoted services to increase customer base using creative advertising and outside sales techniques
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## VOLUNTEER ACTIVITIES

- United Way Build-A-Bike – Pittsburgh, PA – *Mentor* *2016*
- Cold Spring School Mentoring for Kids – Indianapolis, IN – *Mentor* *2016*