

Melodie Yang

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EXPERIENCE

C-Store Cashier

Sept. 2022-Present

Customer Service

Key Responsibilities:

- Managing and Operating the POS System to record receiving payments from customers, contributing to streamlined payment processing procedures'
- Managed Stock products in a fast-paced retail environment, including organizing inventory shelves, and conducting regular stock counts'
- Processed an average of 10-50 students purchasing products per week with 99% accuracy

H&M - Retail Sales Associate

Nov. 2021-Present

Multinational Clothing Company

Key Responsibilities:

- Greet and engage with customers in service areas (e.g., front counters, fitting room, and sales floor)
- Support in **maintaining a neat environment about 65%** of the time to establish positive shopping and visually appealing store environment inclusive of folding, hanging, displaying, and merchandising garments
- Engage customers to sign up for the loyalty rewards system and keep the loyalty percentage above 55%
- **Demonstrated product knowledge** and enthusiasm to drive sales, resulting in a **10% increase** in average transaction value.

Principal Financial Group - DiveNow 2023 Project

Key Responsibilities:

- **Analyze SMB consumer behavior case studies** in digital media and devise strategies to meet needs and preferences.
- Reinvent digital marketing to **attract 15% of their SMB audience who have already interacted with the brand and engage them to take action** on what interests them within the brand.
- Accomplish digital media marketing by using personalized strategies for SMBs that increase engagement by 35%.

Specialty Clothing & Fast Food @ Zumiez & Burger King

Aug. 2020- June. 2021

- Assisting customers in their choice of clothes & foods – Promoting new products & memberships with specialty discounts
- Performing sales transactions & prepping the cleanliness of the business – **Organizing merchandise & inventory audits**
- Providing customer services & recording complaints in operation systems

EDUCATION

Drake University | Des Moines, IA

May. 2026

BA in Magazine & Brand Media | BSBA in Marketing | Cumulative GPA: 3.81/4.0

SKILLS

- Adobe Creative Suite
- Microsoft 365
- Google Drive Suite
- Customer Service
- Audience Awareness
- Content Strategy
- Data Visualization
- Researching & Gathering Data
- Multitasking
- Organizational Leadership

VOLUNTEERING

IRIS Council Bluffs Daily NonPareil

Drake University | Des Moines, IA

- Completed a reading for IRIS (Iowa Radio Reading and Information Service) for individuals who are blind and print-handicapped in Iowa clearly **articulating information to ensure an accurate transcription and readability** for users with accessibility needs.
- Manage **time effectively** to meet reading quotas or deadlines for transcribing content on IRIS's accessibility platform

Peer Mentor - BUS 001

Drake University | Des Moines, IA

- Provide support and mentorship for incoming first-year students in the Zimpleman College of Business, **ensuring participation and timely completion of activities.**
- Collaborated with corporate partners from Drake Relays and MidAmerican Energy for the DiveNow Project to **identify intended outcomes and offer advice/expertise** to help peers navigate project requirements and meet deadlines effectively.
- Worked closely with a co-instructor who helped **facilitate the course, provide proactive communication, and invest in relationships within peer mentor groups.**

AWARD(S)

- Drake 4-Year Presidential Scholar Scholarship Awardee
- Principal Financial Group Scholar Scholarship 2023-2024 Awardee
- Top Presenter Award, DiveNOW 2023 Project (Principal Financial Group)
- Top Group Award, DiveNOW 2023 Project (Principal Financial Group)