

# Reed Ulses

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## EDUCATION

The University of Iowa | Iowa City, IA

Anticipated May 2025

B.B.A., Marketing

B.B.A., Business Analytics and Information Systems

- Minor: International Relations
- GPA: 3.78

**Technical Skills:** Excel, PowerPoint, Word, PowerBI, Python, SQL, JMP, Orange

## WORK EXPERIENCE

*Product Marketing Intern*

May 2024 – August 2024

HNI Workplace Furnishings, Muscatine, IA

- Performed financial and competitive analysis for HNI conference table lines to determine gaps in product offerings and opportunities for new product development
- Analyzed market trends and identified opportunities for HNI to improve conference table product offerings
- Aided in completion of a slide deck to enhance the sales team's understanding of product features and benefits

*Store Lead*

February 2022 – Present

Clinton Street Market, Iowa City, IA

- Orchestrated assignments among team members to optimize store operations
- Monitored inventory, maintaining supply levels to meet demand and minimize shortages
- Fostered collaboration with coworkers to ensure timely and efficient service.

*Store Associate*

May 2022 – January 2023

Kwik Star, Muscatine, IA

- Acquired cash handling expertise while operating cash registers, ensuring secure financial transactions
- Provided excellent customer service to ensure a delightful shopping experience for guests
- Oversaw food preparation to guarantee correct amount served to customers without excessive waste

*Aisles Online Personal Shopper*

April 2020 – August 2021

Hy-Vee, Muscatine, IA

- Selected and organized items for online grocery orders, ensuring accuracy and timeliness
- Developed strong time management skills to efficiently shop, bag, and prepare grocery orders
- Delivered grocery orders to customers' vehicles to provide a convenient shopping experience

## LEADERSHIP & ACTIVITIES

*Vice President of Scholarship and Awards* | Delta Sigma Pi Business Fraternity

May 2024 – December 2024

- Managed the chapter's budget and kept an updated record attendance for over 150 members

*Interview Committee Member* | Delta Sigma Pi Business Fraternity

August 2023 - Present

- Conducted interviews with prospective candidates to ensure a strong fit with the organization

*Corporate Relations Chair* | Delta Sigma Pi Business Fraternity

August 2023 – December 2023

- Assisted in the planning of professional events, including a career fair and professional trip for an organization of over 100

*Member* | Tippie International Buddies

September 2022 – May 2024

- Collaborated with fellow students to facilitate cross-cultural interactions and enhancing the integration experience for international students