

Bailey LaPrade

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Summary

Aspiring marketing professional developing skills in marketing strategy, analytics, communication, and project management through coursework and extracurricular involvement. Eager to apply these foundational skills in an entry-level marketing or related business role while continuing to grow professionally.

Education

Auburn University | Auburn, AL
Bachelor of Science in Business Administration
Major: Marketing

Expected May 2027
Major GPA: 3.73
Overall GPA: 3.35

Experience

Auburn University Libraries | Auburn, AL
Circulation Student Supervisor

January 2024 – Present

- Oversee circulation operations and deal with building or patron emergencies, ensuring all protocols are followed
- Supervise and assist 3-4 student workers to verify that daily duties are completed correctly
- Assist library patrons with checking in/out materials and answering questions, maintaining a positive customer service experience

Michaels Stores | Bellingham, MA
Service Team Member

November 2022 – April 2023

- Provided fast and friendly checkout service while assisting customers with product selection based on their needs
- Supported and trained new team members on POS procedures, customer service standards, and store operations
- Exceeded store performance benchmarks based on POS transaction data consistently, demonstrating efficiency and accuracy

Learning Express Toys | Westborough, MA
Sales Associate

January 2022 – August 2022

- Posted 1-3 times daily on TikTok, exceeding 2 million views
- Researched social media trends, planned and filmed content, and engaged with customers through TikTok
- Maintained extensive product knowledge to market various products towards specific age groups

Leadership & Activities

Harbert Consulting Club | Auburn, AL
Consulting Team Member

August 2026 – Present

- Advise real-world clients on business challenges through hypothesis-driven analysis and research

American Marketing Association | Auburn, AL
Member

August 2025 – Present

- Develop professional marketing skills through educational speakers, hands-on workshops, and networking events

Women in Business | Auburn, AL
Mentor, Member

August 2025 – Present

- Attend and participate in meetings and events focused on career development and professional networking
- Lead and advise younger members through mentor-mentee program

Circulation Student Council | Auburn, AL
Member

August 2025 – Present

- Collaborate with other student workers and staff members to discuss problems and initiatives within the library

Honors

Dean's List | Auburn University, *College of Liberal Arts*

Fall 2024

Dean's List | Auburn University, *Harbert College of Business*

Fall 2025 | Spring 2026

Skills

Technical: Microsoft Excel Associate & Expert Certifications | Microsoft Office | Google Analytics | Semrush | Canva

Interests: Sewing & Crafting | Entrepreneurship | Fashion & Retail | Graphic Design