



Aliza Edwards



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Orange City, IA

EDUCATION

B.A. in Sport Management: Media Marketing

B.A. in Business Administration – Management

Northwestern College | Orange City, IA

Expected: May 2027

RELEVANT COURSES

Project Management

Principles of Management

Principles of Marketing

Customer Relations Management

Organizational Leadership

RELEVANT PROJECT

Nonprofit Marketing Project *Jan 2026 – Present*

BUS 325: Integrated Marketing Communications

Mid-Sioux Opportunity | Sioux Center, IA

- Partnered with a nonprofit to assess marketing efforts and develop strategic outreach recommendations
- Conducted market research and presented data-driven strategies to improve engagement and campaign effectiveness

ADDITIONAL WORK EXPERIENCE

Peer Career Mentor *Aug 2025 – Present*

Northwestern College | Orange City, IA

- Selected as a Franken Fellow: Peer Career Mentor, a competitive leadership role to assist peers in their career development
- Represent Northwestern College through professional service and collaboration, supporting institutional operations while demonstrating leadership, accountability, and communication

Barista *Jan 2025 – Present*

New Life Nutrition | Orange City, IA

- Prepare and serve specialty teas while delivering high-quality customer service
- Assist in receiving and organizing deliveries, as well as managing orders and transactions with efficiency and attention to detail

DIRECTED FIELD EXPERIENCE

Game Day Operations *Jan 2026 – Present*

Northwestern College | Orange City, IA

- Assist Athletics Department with event logistics, facility set-up, and operational coordination
- Communicate clearly with supervisors and coworkers to support efficient and safe athletic competition

Media Job Shadow *Oct 2024 – Aug 2025*

Spencer Main Street | Spencer, IA

- Shadowed executive director, observing interactions with local business owners, advertisement creation, and promotional activities for the community
- Sat in on a planning meeting for the annual Clay County Fair, the largest county fair in the country

RELEVANT WORK EXPERIENCE

Marketing & Sales *May 2021 – Aug 2025*

The Barn Swallow | Okoboji, IA

- Developed and executed comprehensive marketing strategies and campaigns that align with the company's goals and objectives
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment

Media/Receptionist *May 2021 – Aug 2025*

DermUs Skincare & Spa | Spencer, IA

- Oversaw marketing and media to help the company stay up to date with the latest trends and assist in revenue generation
- Monitored consistency in communications across marketing channels and materials

ATHLETIC INVOLVEMENT

Women's Varsity Soccer Team *Aug 2023 – Present*

Northwestern College | Orange City, IA

- Hone leadership, persistence, and resilience while working on a team
- Utilize time management and organizational skills to balance academic and athletic commitments