

Tessa Hogg

Bachelor of Arts Business Marketing Candidate

University of Nevada at Reno (August 2025 - May 2029)

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PROFESSIONAL SUMMARY

- Aspiring marketing professional with experience in customer engagement, community outreach, event promotion, and team leadership. Strong background in sales-driven environments through Girl Scouts and fundraising events. Skilled at coordinating activities, organizing projects, and creating positive customer experiences.

EDUCATION

University of Nevada, Reno — Reno, NV | Expected Grad. May 2025

Bachelor of Science in General Business

Arbor View High School — Las Vegas, NV | Grad. May 2025

- College & Career Ready (CCR) Graduate | Completed 6 Advanced Placement (AP) Courses | Color Guard Captain, Marching Band (Led 50+ members, won multiple state competitions)

MARKETING & LEADERSHIP EXPERIENCE

Babysitter | Private Families — Las Vegas, NV | 2022–Present

- Built trust with families through dependable service, communication, and professionalism.
- Managed routines and tasks independently, ensuring safety and organization in fast-paced environments.

Color Guard Captain, Arbor View Marching Band | 2024–2025

- Organized all practices, team meetings, fundraising logistics, and event coordination for 50+ members.
- Boosted public visibility by assisting with community fundraisers (NASCAR concessions, firework stands).
- Strengthened team communication through structured scheduling and leadership strategies.

Volunteer, Girl Scouts of Southern Nevada | 2015–2025

- Executed multi-season product sales campaigns with a strong record of customer engagement.
- Developed persuasive selling techniques and managed cash transactions with accuracy.
- Led community outreach initiatives, including a Costco partnership that generated book donations for foster children.
- Completed 70+ service hours, earning Bronze & Silver Awards for project leadership and initiative.

SKILLS

- Customer Service & Sales
- Outreach & Promotion
- Leadership & Scheduling
- Event Organization
- Cash Handling
- Problem Solving & Communication

CERTIFICATIONS

- CPR Certified | 2019 - 2023