

**Berit A. Mattson**

**OBJECTIVE**

To obtain an ESL teaching position in Seoul.

**EDUCATION**

**University of Minnesota, Twin Cities**​

*Graduated 2011, Cumulative GPA 3.5*

*Bachelor of Arts, Strategic Communication: Advertising*

*​Member of Ad Club*

*​Proficiency in German*

*Minored in Studies in Cinema & Media Studies*

*Minored in Cultural Studies & Comparative Literature*

**Travel Abroad Experience - China - May 2011**

*- Spent two weeks in Beijing, one week in Shanghai*

*- Lived in student housing at Tsinghua University*

*- Studied international marketing and supply chains of exported and imported products*

*- Navigated daily life in a foreign culture without knowledge of language*

**RELEVANT WORK EXPERIENCE**

**Cupcake Cafe - October 2008-present**

Front of House Manager

Marketing Manager, April 2010-present

*- In charge of hiring, training and encouraging new employees*

*- Excellent communication skills with both customers and staff*

*- Played an integral role in opening Cupcake’s second location*

*- Monitored and tracked website and social media web analytics to target new and recurring customers*

*- Designed and published in-house promotional materials*

*- Managed inventories and processed orders*

*- Developed and implemented business and marketing plans*

*- Managed budgets including labor, daily orders, merchandise*

**Hosanna Lutheran Church**

Summer Bible School Leader

*- Worked with co-teachers to lead curriculum for Kindergarten through 5th graders*

*- Used child-friendly tools and games to communicate daily lessons*

*- Enacted disciplinary measures to sustain a cooperative learning environment*

**REFERENCES**

**Cupcake​**

3338 University Avenue, Minneapolis, MN

​612-378-4818

​Courtney Chapman, General Manager​

More available upon request