

AUBREY BAKER

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LinkedIn: Aubrey Baker | Instagram: _aubrey_baker

Marketing and Advertising student with hands-on experience in customer engagement, brand communication, and professional office environments. Strong interpersonal skills with a background in sales and marketing support. Detail-oriented, adaptable, and eager to contribute to creative marketing initiatives while gaining real-world industry experience.

WORK EXPERIENCE

Marketing Intern, Julia Chew State Farm

May 2025 - Current

- Assists with marketing and client communication initiatives to support brand presence and customer relationships
- Organize and maintain client files and marketing materials with attention to detail and confidentiality
- Support daily office operations, including administrative tasks and professional correspondence
- Gain exposure to insurance marketing, customer retention strategies, and professional business environments

Sales Associate, Kidoodles

August 2023 - August 2025

- Provided personalized, one-on-one customer service to assist shoppers with product selection
 - Demonstrated strong product knowledge to educate customers on brands, fit, and features
 - Maintained store organization by stocking inventory and ensuring visual presentation
 - Supported sales goals through positive customer interactions and efficient checkout processes
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EDUCATION

Bachelor's Degree in Journalism and Mass Communication

Aug 2022 - May 2026

University of Oklahoma

- Major in Advertising
 - Minor in Digital Marketing
 - Presidents Honor Roll (2024-2025)
 - Deans Honor Roll (2024-2025)
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ACTIVITIES

- Founder of A Pair2Share (a sneaker-drive for under served community members)
 - Kappa Alpha Theta, University of Oklahoma
 - Kappa Alpha Theta's Philanthropy, CASA (2022-2026)
 - Sooner Scandals Executive Committee (2022-2023)
 - Vocal Performer for Celebrity Sing with United Way Norman
 - Worship Leader at Paradigm Church
 - Cooking Meals for the Social Injustice League of Norman
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ADDITIONAL INFORMATION

Technical Skills:

- Canva
- Copywriting
- CRM Databases (MRI Simmons & Salesforce)
- Microsoft and Google Offices
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop

Soft Skills:

Leadership experience, Communication, Critical Thinking, Market Research, Visual Merchandise Planning, Retail Management

Certifications:

Beginner and Advanced Google Analytics, Social Media Marketing: Strategy and Optimization