

# Annabelle King

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## EDUCATION

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University of Nebraska-Lincoln | Lincoln, Nebraska

University Honors Program | Nebraska Business Honors Academy

Bachelor of Science in Business Administration | May 2028

Major: Marketing | Minors: Advertising and Public Relations, History | GPA: 3.85/4.00

## EXPERIENCE

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**Nebraska Business Honors Academy** | *Social Media Manager* | Lincoln, Nebraska **August 2024-Present**

- Selected via competitive interview process to manage digital communications for a 120-student honors program
- Develop and execute branded social media content aligned with academy voice and values
- Increased student engagement through strategic content planning, generating up to 50K weekly views
- Write concise, audience-focused copy for digital posts and event promotions

**Jimmy John's** | *In-Shop and Delivery Driver* | Lakeville, Minnesota **July 2021-Present**

- Represent brand standards through consistent, high-volume customer service in a fast-paced environment
- Collaborate with 5-12 team members per shift through constant communication to maintain store operations
- Adapt communication style to diverse customers to enhance satisfaction and loyalty

## LEADERSHIP AND COMMUNITY ENGAGEMENT

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**Nebraska Human Resources Institute Leadership Mentoring** | *Mentor* | Lincoln, Nebraska **March 2024-Present**

- Mentor high-achieving students in Lincoln Public Schools through weekly one-on-one leadership development sessions
- Guide mentee in developing confidence, decision-making, and relationship-building skills

**Pi Beta Phi** | *Academic Support Committee* | Lincoln, Nebraska **August 2024-December 2025**

- Assisted with academic support meetings by connecting fellow members to resources and helped them meet academic standards
- Planned study nights, assisted with study hour tracking, and kept members engaged academically

**Lakeville Youth Track Association** | *Coach* | Lakeville, Minnesota **March 2023-June 2024**

- Led practices and meets for 10+ elementary track athletes to develop individual skill sets
- Maintained clear communication with parents and coaches through weekly updates and logistics coordination

## AWARDS AND HONORS

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**Washburn Leadership Challenge Event** | **1<sup>st</sup> Place** | Washburn University **February 2025**

- A two-day live leadership simulation focused on strategic decision-making and team-based problem solving.

**National Women's Case Competition** | **7<sup>th</sup> Place** | The University of Texas at Austin **February 2026**

- Analyzed a complex business case in a team-based competition and presented a strategic recommendation

**Dean's List** | University of Nebraska-Lincoln **Fall 2024-Fall 2025**

- Demonstrated consistent academic excellence with a 3.6+ GPA each term

## SKILLS

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*Marketing & Creative:* Content Strategy, Copywriting, Brand Messaging, Social Media Management

*Technical:* Microsoft Excel, PowerPoint, Canva, RStudio, Adobe Illustrator, Adobe InDesign, Google Analytics