

# SCOTTY BEAR

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## EDUCATION

**University of California, Riverside**

June 2026

Bachelor of Science, Business Administration

Concentration in Marketing

## EXPERIENCE

**Advertising Account Executive**

June 2024–Present

The Highlander Newspaper, Riverside, CA

- Managed 100 clients in designing their advertising campaigns and marketing-related plans.
- Collaborated with a team of 5 designers using Adobe software to develop effective advertisements.
- Raised \$3,000 in advertising revenue each month.

**Advertising Intern**

July 2023–September 2024

Marketing & Advertising Firm, Irvine, CA

- Provided customer support for large company accounts to ensure their needs are met.
- Collaborated with a variety of departments to create approximately 20 advertisements.
- Prepared monthly briefs and competitive reports to present updates to board members.

**Market Simulation Project**

March 2023–June 2023

Services Marketing Course, UC Riverside

- Examined markets to strategize the promotion of service and goods firms.
- Focused on marketing for service organizations such as hotels, hospitals, and banks.
- Developed ideas and recommendations to increase marketability among service firms.

## LEADERSHIP EXPERIENCE

**Vice President**, American Marketing Association, Riverside, CA

September 2024–Present

- Created the organization's communications with internal and external stakeholders.

**Member**, Associated Students Programs Board, Riverside, CA

September 2024–June 2024

- Increased event participation by 15% by partnering with the marketing team.

## PROFESSIONAL DEVELOPMENT

**Attendee**, Optimal Price Targeting, Marketing Seminar

January 2026

**Participant**, ORBITS Career Development Program

January 2025 - March 2025

## SKILLS

**Technical:** Microsoft Office Suite, Adobe Photoshop

**Language:** Fluent in Hindi