

Bridgette Laszlo

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EDUCATION

University of Tennessee, Knoxville (Honors College)

Bachelor's degree, Psychology; Minor, Business Administration
GPA: 3.8/4.0

Expected May 2024

Institut Supérieur du Commerce de Paris

Business of Fashion in Paris Intensive

Dec 2023 – Jan 2024

WORK EXPERIENCE

Wilson Sporting Goods, Site Merchandising, Chicago, IL

May 2023 – Aug 2023

- Managed ecommerce product content and created improved sort order using PIM and PCM software to create improved user experience
- Analyzed Wilson hard goods sales data and competitive landscape, discovering and activating insights to drive accelerated sales growth
- Analyzed Team.Shop website aesthetics, brainstorming and providing new ideas for more attractive and functional design
- Performed SKU rationalization for product listings, removing low sellers and prioritizing focus items
- Participated in weekly team meetings and met with business unit leaders across the entire portfolio to identify opportunities for incremental growth through ecommerce
- Developed and delivered presentation to Wilson leadership, recommending growth strategies and tactics for eCommerce sales

Workstorm (Digital Collaboration SaaS), Digital Media, Chicago, IL

Sep 2022 – Jun 2023

- Leveraged digital design platforms to create and execute content on Facebook, Twitter, and LinkedIn
- Provided research of competitive presence in digital media to identify relevant trends, and opportunities for differentiation
- Collaborated with Sales & Marketing team as well as CEO to brainstorm topics of interest each week

PulsePoint (Non-Profit CPR Response App), Intern, Danville, CA

May 2022 – Aug 2023

- Collaborated with internal legal, marketing and sales leadership to develop strategies to combat any potential negative mental health effects for bystanders providing CPR
- Created compelling presentation advocating recommendations and implementation plan to PulsePoint team at company meeting
- Worked with marketing and sales team to develop a visually appealing design for the PulsePoint website, as well as a mental health related landing page (link: <https://www.pulsepoint.org/mentalhealth>)
- Received recognition from CEO and leadership team for idea development and presentation skills
- Leading implementation plan to deploy recommendations through website development

Clean Eatz (Meal Plan Provider & Restaurant), Retail Associate, Knoxville, TN

Feb 2021 – Jul 2021

- Provided consultation to customers on customized meal plan services (averaged 10 per week)
- Managed cash register and POS software
- Assisted store manager in developing marketing strategies to secure regular customers

AWARDS/HONORS

- University of Tennessee, Knoxville Honors College selection (\$15,000 / year scholarship)
- Dean's List – Every semester
- Haslam College of Business: VolTrek Student – selected within a small group out of dozens of students to attend a networking trip to Chicago to meet with multiple companies and expand my career horizons/knowledge.

RELEVANT SKILLS/HOBBIES/INTERESTS

- Canva – creative designer, advanced in the editing platform

- Social Media Literacy – strong knowledge of multiple social media platforms (Twitter, LinkedIn, Instagram/Reels, TikTok,) and engagement tactics (Popular engagement times/posting strategies),
- Run an Instagram account for my personal cooking hobby (@chef_bridge). Currently developing a blog for my recipes to incorporate a creative writing aspect into my cooking.
- Technical Skills – proficient in Microsoft Excel, entry level PIM/PCM knowledge
- Spanish – conversational, advanced
- Other Skills: excellent creative writer, strong organizational skills, works well in cross-functional teams/environments