

# Jarina Rantanen

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## Experience

### **Vinik Sports Group**

Retail Associate

Tampa, FL  
November 2024-Current

- Utilized interpersonal skills to provide world-class service and create a welcoming environment during busy game days and events.
- Handled retail transactions using Point of Sale (POS) systems, ensuring accurate payment processing and assisting customers with purchases.
- Assisted in stocking and replenishing merchandise on sales floors and displays, contributed to inventory management, and maintained appealing product presentations during and post-events.

### **Athletic Marketing**

Member

Tampa, FL  
August 2024-December 2024

- Collaborated with team members to plan and execute school spirit events, enhancing community engagement and attendance at athletic activities.
- Assisted in event execution by managing music playlists and interacting with attendees alongside the school mascot Spartacus, fostering a lively atmosphere and promoting school pride.
- Designed and distributed promotional materials, including flyers, to effectively communicate upcoming events and boost participation.

### **Group Fitness Instructor**

Zumba

Tampa, FL  
August 2023-Current

- Developed and led engaging Zumba fitness classes catering to diverse participant skill levels and fitness goals, ensuring an enjoyable and effective workout experience.
- Motivated and energized participants through upbeat music selection and enthusiastic instruction, fostering a positive and supportive class atmosphere.
- Cultivated a supportive and encouraging environment, providing feedback and modifications to help individuals achieve their fitness goals

### **Residence Life**

Resident Assistant

Tampa, FL  
January 2023-December 2024

- Demonstrated leadership and interpersonal skills by fostering a positive and inclusive living community for all residents.
- Provided guidance and support to residents, serving as a resource for academic, personal, and interpersonal concerns.
- Ensured safety and security within the resident hall by enforcing university policy and procedures, completing inspections, and submitting maintenance and/or safety concerns promptly.

### **Tampa Bay Buccaneers**

Volunteer

Tampa, FL  
October 2022

- Directed Participants and spectators to designated areas with clear and concise communication, ensuring smooth traffic flow as well as safety during the race event
- Exhibited proactive and energetic demeanor during early morning hours, thereby enhancing the overall efficiency and success of the event

## Education

The University of Tampa

*Bachelor of Science in Marketing*

Tampa, FL  
December 2024

Minor in Exercise Science and Sport Studies

**GPA: 3.89**

Honors/Awards: Dean's List, International Baccalaureate Diploma, Phi Kappa Phi Honor Society, Beta Sigma

Gamma, Magna Cum Laude

## Technical Skills

**Analytical Tools:** Microsoft Office Suite, Tableau, Google Analytics, Adobe Creative Cloud

**Technologies:** WordPress, Mailchimp, Canva

## Certifications

-Social Media Marketing

-Inbound Marketing

-Google Analytics.

-Email Marketing

-Content Marketing

-Google Ads Search

-Google Ads Measurement

-SEO