

Laura Summers

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EDUCATION

Pepperdine University, Malibu, CA Aug. 2024 – Present
Bachelor of Science in Finance | Minor in Hispanic Studies Expected Graduation May 2028
GPA: 4.0 | Dean's List | Regents Scholar

Community Involvement: Delta Sigma Pi Professional Business Fraternity, Argentina Study Abroad Program, Intramural Volleyball and Basketball

EXPERIENCE

Media Coordinator for Pepperdine Buenos Aires Abroad Program Mar. 2025 – Present

- Produce short-form YouTube videos and photography to increase visibility and support brand strategy
- Analyze past YouTube performance to identify consumer trends that inform future content
- Apply creative storytelling to design engaging narratives, driving student interest and participation

Operations Intern in Pepperdine Business Services Department May – Aug. 2025

- Managed and tracked a 5,000+ item inventory of camp supplies to improve accuracy and accountability
- Coordinated logistics for 60+ summer camps, ensuring smooth operations and client satisfaction
- Scheduled and delegated daily tasks for a team of 15 members, streamlining workflow and efficiency

Administrative Assistant in Pepperdine Communication Division Feb. – Aug 2025

- Assisted 100+ students with course enrollment and scheduling, improving clarity and response efficiency
- Reorganized internal data systems to enhance accessibility and streamline communication workflows
- Designed outreach materials reaching 1,000+ students, growing awareness of departmental initiatives

Server at Babe's Chicken Dinner House Mar. 2022 – Aug. 2024

- Delivered high-quality customer service in a fast-paced restaurant serving 200+ guests daily
- Collaborated with team members to maintain efficiency and ensure a consistent customer experience
- Built strong interpersonal skills by engaging with diverse customers

ACADEMIC PROJECTS

Market Entry Strategy – U.S. Café Expansion into Argentina Mar. 2026

- Analyzed Argentina's inflationary market, identifying pricing volatility as a risk to the US cafe brand entry
- Evaluated impacts on pricing, sourcing, and consumer behavior to inform strategic decisions
- Developed a brand-led market entry strategy focused on dynamic pricing, brand trust, and community

International Marketing Strategy – Jackie Smith Expansion to Miami Apr. 2026

- Conducted market and field research to assess the Miami market entry for Jackie Smith
- Analyzed competitors and successful brand expansions to inform differentiation and market entry approach
- Designed an integrated marketing plan including influencer partnerships, PR events, and AI integration

SKILLS

- **Strategy & Marketing:** Market Research, Brand Positioning, Consumer Insights, Storytelling
- **Analytical:** Data Analysis, Excel, Problem Solving
- **Creative & Tools:** Canva, Adobe Photoshop, Capcut, DaVinci Resolve, Content Creation
- **Languages:** Intermediate Spanish | **Interests:** Fitness, Latin Music & Dance, Travel, Beauty & Skincare