

# Mia Conter

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## EDUCATION

### Bachelor of Arts in Business Administration

Expected June 2026

Western Washington University (WWU) | Bellingham, WA

Concentration: Marketing, Minor in Economics | 3.6 GPA

- Coursework: Consumer Behavior, Market Research, Analytics, Integrated Marketing Communications, Digital Marketing, International Marketing Relations, Foreign Relations
- Marketing case competition: segmentation, positioning, and media plan with budget and KPIs; team presenter.

## EXPERIENCE

### Marketing & Social Media Coordinator

October 2025 - Present

Kim's Import | Issaquah, WA

- Created the brand's logo, look, fonts, colors, website, social media accounts, business cards, and shop remodel design.
- Plan, film, edit, and execute short-form and long-form videos for social media accounts that adhere to an outlined posting schedule.

### Operator & Marketing Lead

July 2025 - Present

Bathaus (Community DIY Arts Venue) | Seattle, WA

- Coordinate bookings and calendars; created an intake form and run-of-show checklist to streamline communication with artists and partners.
- Manage social content and lightweight promotions; maintained a consistent posting cadence and basic performance tracking.
- Organize volunteers, vendor relations, and day-of logistics from load-in to close, with a focus on safety, access, and good-neighbor communication.

### Sales Development Intern

June 2025 - August 2025

Ecolab | Seattle, WA

- Shadowed sales and service teams on ride-alongs and site visits; documented workflows and client needs, organized notes, and supported follow-ups with calendars and recap emails.
- Completed a 12-week group capstone for a hospitality client: helped gather inputs and co-presented recommendations to managers.

## ADDITIONAL EXPERIENCE

- The Spice Hut — Sales Rep | Bellingham, WA 2023-Present
- Starbucks — Barista | Issaquah, WA 2019-2023

## SKILLS

- **Certifications:** Google Analytics 4 Web Analytics
- **Technical:** Word, PowerPoint, Excel, Qualtrics, SPSS, Meta Business Suite, Squarespace
- **Other:** Detail-oriented, Organized, Driven, Leadership, Time Management, Communication