

Michael Geiger

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Education

Curtis L. Carlson School of Management, University of Minnesota

Minneapolis, MN

Major: Marketing

Minor: Business Analytics

GPA: 3.42

Graduation Date: December 2020

Experience

2nd Swing Golf

Eden Prairie, MN

Golf Equipment Retailer

Jan 2021-Present

Marketing & Merchant Team Specialist

- Produce weekly written content for the company including interviews with industry professionals and product launch features
- Create manufacturer purchase orders while assigning and balancing par levels on new products and larger opportunity buy items

Northern Tool + Equipment

Burnsville, MN

Retail Company

Jun 2020- Dec 2020

Associate Drop Ship Merchant

- Facilitate communication between vendors, customers, and Merchandise Managers
- Assist and support the efficient handling of the drop ship process, ensuring attention to detail
- Proactively monitor and influence vendor compliance to company standards

Golf.com/The Fried Egg

Internet

Media Companies

2019-2020

Freelance Contributor

- Generated several original story ideas and pitched them successfully to the publications' editors
- Converted ideas into fresh and thought-provoking articles published for international audiences

Leadership

Minnesota Republic

Minneapolis, MN

Campus Newspaper, University of Minnesota

2017-2020

Business Manager/Opinion Editor

- Oversaw an operating budget of over \$100,000 for advertising, writer compensation, and speaker events
- Researched, wrote, and edited over 100 articles featuring subject matter ranging from politics to sports to culture

Minnesota Student Association

Minneapolis, MN

Student Government, University of Minnesota

2017-2018

Representative

- Attended forums, researched, and voted on resolutions concerning student body, including policy development, student legislation, and funding allocation
- Oversaw and debated pending U of M legislation that affects student population, and lobby administration

Skills and Interests

- Proficient in Microsoft Suite and WordPress
- New Prague High School National Honor Society, President
- Minnesota high school golf state tournament participant