

MARDI C. PFEIFER

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EDUCATION

University of Oregon - Clark Honors College

FALL 2022 - SPRING 2026

Bachelor of Arts in Journalism, Public Relations, minors in Entrepreneurship & Business Administration

- 3.72/4.0 GPA - Awarded Dean's List 6x
- Allen Hall Public Relations Firm, Public Relations Student Society of America, Chi Omega Fraternity, Undergraduate Law Club, Align Magazine

LEADERSHIP & CAMPUS INVOLVEMENT

Allen Hall Public Relations

Account Supervisor

SEPT. 2025 - PRESENT

- Currently lead a 4-member team for Impactivize, a journalism nonprofit covering diversity, equity, and inclusion initiatives in the private sector.
- Built and launched social media presences to expand the client's digital reach and strengthen audience engagement.
- Oversee consistent team and client communication to ensure workflow clarity, alignment, and satisfaction across all project stages.

Account Executive

SEPT. 2024 - JUNE 2025

- Contributed to strategy and execution within the second-largest student-run PR firm in the United States.
- Facilitated media relations for Kenai-Red Fish Company to increase visibility, audience reach, and brand impact for the sustainability-focused seafood distributor.
- Directed social media development and graphic design for Benefit Corporations for Good, supporting brand identity and digital growth.

Philanthropy Chair - Chi Omega Fraternity

JAN. 2024 - DEC. 2024

- Led chapter fundraisers in support of Make-A-Wish Oregon to raise nearly \$25,000.
- Managed budgets and resource allocation to ensure events were cost-effective and aligned with organizational goals.
- Collaborated to advertise and implement multiple innovative fundraising campaigns, leveraging social media and campus networks.

GEO Chile, Wine Advertising & Public Relations

JUNE 2024 - AUG. 2024

Social Media Campaign Development for Kingston Family Vineyards

- Participated in a six-week faculty-led homestay and study abroad program in Viña Del Mar, Chile.
- Developed skills in cross-cultural communication, creative production, and strategy development.
- Delivered a professional portfolio presentation for the client, consisting of public relations and advertising recommendations to increase customer traffic.

WORK EXPERIENCE

Scooper - Salt & Straw

JULY 2025 - SEPT. 2025

- Provide exceptional guest service by welcoming customers, explaining flavor stories, and tailoring recommendations to enhance dining experiences.
- Support team members to ensure smooth operations, efficient line flow, and consistent product quality.

Retail Shift Lead - Pressed Juicery

JULY 2023 - DEC. 2023

- Delivered high-quality guest service by resolving customer concerns, driving sales, and upholding brand standards in a fast-paced, health-focused environment while maintaining strict adherence to health and safety protocols.
- Led daily store operations by managing opening/closing procedures, delegating tasks, and overseeing financial processes, including cash handling, inventory monitoring, and deposit preparation.

Guest Advocate (Front of Store) - Target Co.

JULY 2020 - SEPT. 2022

- Enhanced guest shopping experiences through multitasking and cross-functional teamwork.
- Specialized in order fulfillment and customer-facing operations.