

Elizabeth (Lizzy) Isgar

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EDUCATION

UNIVERSITY OF GEORGIA Athens, GA
Bachelor of Science in Agriculture, Food Industry Marketing and Administration Expected: May 2018
Minor: **Spanish**; Certificate: **Entrepreneurship** GPA: 3.75/4.00

RELEVANT EXPERIENCE

Merchandising Intern- Category Management June- August 2017
US FOODS Rosemont, IL

- Contributed to the rebranding of Harbor Banks, the company's private label seafood line, by providing assortment recommendations, improving brand recognition through packaging production, and updating all e-commerce material.
- Established strategy to improve company sustainability by working with over forty current suppliers and an aquaculture NGO.
- Devised and implemented pricing suggestions and promotional offers for various products in beef, deli, and turkey categories based on analysis of internal financial data.

Student Partner/Liaison September 2015- April 2017
UNIVERSITY OF GEORGIA FOOD SERVICES Athens,

- GA • Worked on team to evaluate new food concepts and retail outlets under the marketing department.
- Led the branding of a food truck concept for the university by utilizing consumer preference survey data.

Corporate Marketing Intern June- August 2015
WOLFGANG PUCK CATERING Los Angeles,

CA • Analyzed social media marketing performance (Instagram, Facebook, Pinterest) with creative process team and advertising agencies.

- Worked on location at various catering venues including NBC Universal, Sony, LA Live, and Hollywood & Highland.

Marketing and Operations Intern May- June 2015
PLAYA VISTA FARMERS' MARKET Playa Vista,

CA • Developed new marketing strategies, promotional signage, and online blog content for the market.

CAMPUS AND COMMUNITY LEADERSHIP

President, **GEORGIA RECRUITMENT TEAM** January 2015-Present

- Leading the official student ambassador group for the Office of Undergraduate Admissions at the University of Georgia.

Member, **UNIVERSITY OF GEORGIA CLUB TENNIS TEAM** August 2014 – Present

- Competing in sanctioned singles and doubles tournaments throughout the Southeast United States.
- Formerly ranked United States Tennis Association player (top 600- United States, top 80- Southern California).

Member, **GAMMA PHI BETA SORORITY** August 2014 – Present

- Representative to *Order of Omega*, a Greek leadership honorary society comprised of the top 3% academically.
- Actively volunteering with Girls on the Run International.

Winner, **UNIVERSITY OF GEORGIA FABRICATE ENTREPRENEURSHIP COMPETITION** March
2017

- Created and pitched an original app for iPhone, *Fresco Restaurant Reservations*, that streamlines the dining process in college towns by incorporating unique wait time technology.

Participant, **SOUTHERN AGRICULTURAL ECONOMICS ASSOCIATION QUIZ BOWL** February
2017

- Competed on the University of Georgia team in a national academic competition among students from agricultural and environmental economics programs in Mobile, AL.

Student Representative, **THE NY PRODUCE SHOW AND CONFERENCE** December 2016

- Learned about current food trends at the educational Global Trade Symposium and developed networking skills with industry professionals in foodservice and produce retail at the Trade Show in New York City, NY.

INTERNATIONAL EXPOSURE

UNIVERSITY OF GEORGIA Cortona, Italy
Study Abroad: Viticulture and Enology May 2017
 • Studied food science topics including grape plant pathology, the winemaking process, and sensory implications of wine. Created and presented an extensive marketing plan for a winery in Northern California.

UNIVERSITY OF VALENCIA Valencia,
 Spain June- July 2016
Study Abroad: Spanish
 • Perfected fluency in Spanish by taking classes in conversation and composition while immersing myself in local culture.

UNIVERSITY OF GEORGIA San Luis de Monteverde, Costa Rica
Study Abroad: Coffee, From Bean to Cup November 2015
 • Learned all technological aspects of coffee production exploring topics ranging from agricultural procurement of green coffee beans to global economic implications of coffee trade.

HONORS AND AWARDS

Southeast Produce Council Scholarship	2017- Present
University of Georgia Dean's List	2015- Present
University of Georgia Classic Scholars Award	2014- Present
Firor Memorial Scholarship	2016- 2017
Cordelia Anne Ellis Scholarship	2016- 2017
Georgia Farm Credits Association Scholarship	2015- 2016
Harold and Celestia Loden International Travel Scholarship	2014- 2015

Clifton StrengthsFinder 2.0 Assessment: Strategic, Achiever, Futuristic, Competition, Significance