

PREFERRED FULL NAME

City, State

Phone Number | Email | LinkedIn URL

EDUCATION

Suffolk University

Boston, MA

B.S.B.A. Candidate, Marketing Major

January 2017–December 2020

GPA: 3.7

- Beta Gamma Sigma International Honor Society
- Sawyer Business School Honors Program
- Who's Who Among Students in American Universities and Colleges

RELATED EXPERIENCE

Arnold Worldwide

Boston, MA

Digital Analytics Intern

September 2020–present

- Draft campaign analysis using dashboard platforms Adobe Analytics, DART, and Google Analytics.
- Utilize outcomes analysis to optimize campaign units across display, search, mobile, and social media platforms.
- Effectively report findings from integrated campaigns to the Analytics group using Microsoft Excel pivot tables and Microsoft PowerPoint.

Optey Inc.

Boston, MA

SEO/SEM Marketing Intern

June 2019–August 2019

- Learned search engine optimization strategies to generate organic and paid search awareness for a diverse client portfolio.
- Implemented strategies such as writing web META, keyword optimization, editing blog and wiki articles, and formal letter writing.
- Gained an understanding of search-based advertising and social media in servicing small business clientele.

LEADERSHIP EXPERIENCE

Suffolk University

Boston, MA

President, Program Council

September 2018–Present

- Oversee the operations of Program Council, a programming board on campus.
- Sustain a cohesive Executive Board through weekly team-building activities.

Team Leader and Teacher's Assistant, Alternative Spring Break

October 2018–Present

- Co-led groups of 17 students to Meridian, MS and Birmingham, AL for one-week service learning projects with Habitat for Humanity.

SKILLS

- Google Analytics, Adobe Analytics, DART, MS Office (advanced Excel), market research