

EDUCATION

Northeastern University, D'Amore-McKim School of Business
Candidate for Bachelor of Science Degree in Business Administration

Boston, MA
December 2018
G.P.A. 3.74

Concentration: Marketing; **Minors:** History and International Affairs

Awards and Activities: President of the Northeastern University Marketing Association, Dean's List, Founder of the Emerging Markets Club

Centre d'Etudes Franco-Americain de Management (CEFAM)

Study Abroad

Lyon, France
Summer 2015

Dialogue of Civilizations: Central Europe Abroad

Study Abroad

Warsaw, Poland
Summer 2016

CO-OP EXPERIENCE

VMware

Brand, Creative, and Content Co-Op

Palo Alto, CA
January 2017 – September 2017

- Managed Forbes BrandVoice relationship, increased page views by 43% and social actions by 65%
- Wrote original content for VMware's thought leadership blog; currently 24,000 views on blogs published
- Designed and presented brand operating system candidates for internal business groups to implement
- Developed a framework for submitting project requests, including an updated creative brief approach
- Assisted on photo and video shoots, including the creative for VMworld 2017

Rapid7

Inbound Marketing Intern

Boston, MA
January 2016 – June 2016

- Wrote original content for Rapid7's Community blog; over 14,000 views on articles published
- Designed landing pages in Marketo using HTML and CSS
- Analyzed and compiled competitor keyword research to optimize Rapid7's website for search
- Developed A/B tests to consistently test website performance
- Created ads in Adobe Photoshop to promote across social media channels and for retargeting campaigns

ADDITIONAL WORK EXPERIENCE

D'Amore-McKim School of Business

Research Assistant, Marketing

Boston, MA
September 2016 – Present

- Research relevant articles and trends focused on voluntary simplicity, tiny homes, and capsule wardrobes
- Write and edit articles to be featured in upcoming marketing journals

Victoria's Secret

Certified Sales Specialist

Wilmington, DE
June 2015 – August 2015

- Maintained a consistent amount of sales per hour of \$280 or more
- Identified customer needs and supported point-of-purchase decisions

LEADERSHIP EXPERIENCE

Northeastern University Marketing Association

President/Past Vice President of Membership

Boston, MA
September 2014-Present

- Collaborate with local employers to organize weekly meetings for over 65 association members
- Plan and manage a 10 person case competition team focused on Mary Kay and the millennial market
- Increased membership by 53% through development of student programs, such as 'lunch and learns'
- Designed an awarded marketing strategy for Ice Breakers Case Competition submission

SKILLS/CERTIFICATIONS

Computer Skills: Proficient in Microsoft Office, WordPress, Google Analytics, Google AdWords, AdRoll, Marketo and Vidyard; familiar with Adobe Omniture, SPSS, NetSuite, HTML, Photoshop, and Twitter ads

Certifications: HubSpot Certified (Inbound, Email Marketing, Inbound Sales)