

EDUCATION

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

Boston, MA
December 2018

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

G.P.A. 3.78

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

Study Abroad Opportunities: Centre d'Etudes Franco-Americain de Management (Lyon, France); Dialogue of Civilizations: Central Europe Aboard (Warsaw, Poland)

WORK EXPERIENCE

Havas Media Group

Boston, MA

Insights and Data Strategy Analyst Co-Op

January 2018 – Current

- Create client-facing competitive ad reviews highlighting total ad spend and media mix for over 20 markets
- Discover incrementality opportunities and define customer segmentations for \$180M client pitch
- Research and analyze data across multiple databases for use in data collection, data analysis, and reporting
- Assist primary research initiatives (e.g. focus groups, interviews) to determine consumer preferences
- Utilize social listening tools to discover white space and other key opportunities for current clients

VMware

Palo Alto, CA

Brand, Creative, and Content Co-Op

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

D'Amore-McKim School of Business

Boston, MA

Research Assistant, Marketing

September 2016 – Present

- Research relevant articles and trends focused on voluntary simplicity, tiny homes, and capsule wardrobes
- Conduct and code primary research initiatives (e.g. interviews) for use in future co-authored research paper

Rapid7

Boston, MA

Inbound Marketing Intern

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

LEADERSHIP EXPERIENCE

Northeastern University Marketing Association

Boston, MA

President/Past Vice President of Membership

September 2014 - Current

- 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, Clear Decisions, CubeYou, Kantar Strategy, Claritas, Brandwatch, Mintel, Forrester, Iconoculture, WARC, and Vidyard; familiar with Adobe Omniture, SPSS, NetSuite, HTML, Photoshop, and Twitter ads

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