

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Candidate for Bachelor of Science Degree in Business Administration

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

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

Study Abroad: Summer semesters in Lyon, France and Warsaw, Poland

Boston, MA

December 2018

G.P.A. 3.78

WORK EXPERIENCE

Havas Media Group

Associate Intern, Digital Investments

Boston, MA

September 2018 – Present

- Brainstorm and build media recommendations for current clients (e.g. Blue Cross Blue Shield)
- Maintain billing documents, media authorizations, and flow charts
- Develop relationships with both clients and vendors

Insights and Data Strategy Analyst Co-Op

January 2018 – July 2018

- Created client-facing competitive ad reviews highlighting total ad spend and media mix for over 20 markets
- Discovered incrementality opportunities and defined customer segmentations for \$180M client pitch
- Researched and analyzed data across multiple databases for data collection, data analysis, and reporting
- Assisted primary research initiatives (e.g. focus groups, interviews) to determine consumer preferences
- Utilized social listening tools to discover white space and other key opportunities for current clients

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

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
- Conduct and code primary research initiatives (e.g. interviews) for use in future co-authored research paper

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

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
- Increased membership year over year by 53% through development of student programs
- 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 Vidyad; familiar with Adobe Omniture, SPSS, NetSuite, HTML, Photoshop, and Twitter ads