

## 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. 3.8**

*Awards and Activities:* President of Marketing Association, Dean's List, Co-Op Award, Compass Award

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

## WORK EXPERIENCE

### Digitas North America

*Analyst, Search Engine Optimization*

Boston, MA  
December 2018 – Present

- Analyze keyword research to determine strategic goals for client success (client: Dunkin' Donuts)
- Develop a local strategy using multiple search tools to ensure high engagement levels and drive store visits
- Deliver client-facing reports regarding the success of campaigns using search insights and consumer trends
- Enhance client public relations strategy and content creation efforts

### Havas Media Group

*Associate Intern, Digital Investments*

Boston, MA  
September 2018 – November 2018

- Brainstormed and built media recommendations for clients (e.g. Blue Cross Blue Shield, Eastern Bank)
- Maintained billing documents, media authorizations, and flow charts
- Developed relationships with both clients and vendors to ensure successful project implementation

*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

## SKILLS/CERTIFICATIONS

**Computer Skills:** Proficient in Microsoft Office, WordPress, Google Analytics, Google Ads, Google My Business, SEMrush, BrightEdge, AdRoll, Marketo, Clear Decisions, CubeYou, Kantar Strategy, Claritas, Brandwatch, Mintel, Iconoculture, WARC, and Vidyard; familiar with Adobe Omniture, NetSuite, HTML, Photoshop, and Twitter ads