FIRST AND LAST NAME

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# EDUCATION

## State University of New York at New Paltz New Paltz, NY

## AACSB Accredited School of Business

*Bachelor of Science, Marketing* May 2020

## RELEVANT COURSEWORK

* ***Consumer Behavior:*** Gained knowledge in persuasion methods, behavior and social influences. Researched Fiat Automobiles to gain insight on motivation, attitudes and behavior of consumers
* ***Digital Design:*** Proficient in Photoshop because of this coursework. Created digital art and business cards with Photoshop for projects. Art made via Photoshop was featured in an exhibition at Pace University Pleasantville Campus in Spring 2015

# RELATED EXPERIENCE

## Xaxis Media | New York City, NY

*Publisher Services Intern* | June 2019– August 2019

* Helped in targeting site lists and inventory channels
* Supported Ad operation team with integration and troubleshooting (Quality Assurance)
* Worked with publishers to expiate accurate revenue and inventory reports
* Worked with publisher service team to help initiate publisher optimization strategies
* Vetted sites for brand safety
* Aggregated third party reporting to distil for daily action

## Falk & Klebanoff PC | West Hempstead, NY

*Intern* |June 2018 – September 2018

* Implemented a new slogan for use in all marketing materials
* Brainstormed campaign advertisements and evaluated different media strategies

**PROFESSIONAL ASSOCIATIONS**

**American Marketing Association | SUNY New Paltz**

*Advertising Committee*| September 2017-Present

* Attend weekly meetings to assist with the distribution of information for events
* Helped create flyers via Photoshop for events on campus
* Member of the Week for week of December 4th – 10th
* Organized a panel on food marketing by recruiting speakers to introduce new business courses
* Collaborated with the Chamber of Commerce to gain feedback on marketing strategies for local events

## WORK EXPERIENCE

## SUNY New Paltz Student Union | New Paltz, New York

## *Student Activities Manager* | Aug 2018 - Present

## Manage operations and activities of student union building through building and event management

## Assist clients by providing tech and event support for designated programs in the student union building

## Maintain confidentiality regarding customers, student and professional staff, and advisee information

## SKILLS

**Computer:** Proficient in Excel, Word, PowerPoint and Online Research, Google Drive, Dropbox, SPSS, Adobe Suite

**Social Media:** Facebook, Twitter, Instagram, Pinterest, Vine, Tumblr, Snapchat