

Mark Zuckerberg

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EDUCATION

Stonehill College, North Easton, MA

May 2017

Candidate for Bachelor of Science in Business Administration and Bachelor of Arts

Double Major: Marketing and Spanish | *GPA:* 3.70

Honors and Collegiate Activities: Admissions Prospective Student Interviewer; Skyhawk Welcome Days Business Panel; Moore Center for Gender Equity; Lambda Epsilon Sigma; Stonehill Presidential Merit Scholarship

Senior Capstone: Competitive Analysis and Recommendations Presentation for eBay headquarters

Fall 2016

- Created a comprehensive deck for eBay, developing strategic recommendations related to brand positioning and managing growth, with special attention given to mobile and social media
- Presented findings as a team on an hour-long conference call with eBay's Global Social Analytics team – including a Social Business Analyst, Social Intelligence Analyst, and Social Media Strategist
- Communicated via conference call with a Social Business Analyst biweekly to assess progress

Autonomous University of Barcelona, Barcelona, Spain

September-December 2015

MARKETING EXPERIENCE

Dunkin' Brands, Canton, MA

January 2016-Present

Interactive Marketing Intern for Dunkin' Donuts International (DDI)

- Collaborate on numerous interactive and social media projects with DDI's Interactive Marketing Manager
- Research other retail competitors to gain a better understanding of DDI's progress and areas for improvement

Dunkin' Brands, Canton, MA

June-August 2015

Consumer Engagement Intern for Dunkin' Donuts

- Worked with the Promotions and Partnerships team on maintaining relationships with partners including AARP, Michael's Crafts Stores, and Live Nation
- Conducted a summer-long research project for the Interactive and Loyalty team, which was presented to various marketing managers and directors as a final presentation
- Collaborated with the Advertising Team on various projects, working with Hill Holliday, Digitas, and other agencies, as well as a photography studio
- Won a company-wide contest renaming Dunkin' Donuts' email marketing program, Dunkin' UpDate

PRIDE, Stonehill College

January-May 2015

Public Relations and Marketing

- Designed, created, and launched a marketing campaign to increase group membership – increased by 30%
- Managed communication to campus community promoting seven PRIDE events including email, print, and in-person

Wizard of Adz, Canton, MA

May-August 2014

Marketing Intern for an advertising agency

- Experienced hands-on the daily duties of a small advertising agency, including sending press releases, conducting research for clients, maintaining the office, and cold calling prospective clients
- Shadowed meetings with clients (in industries such as home improvement and medical) and vendors (printers)

Dayflip.com, North Easton, MA

January-April 2014

Marketing Intern for a start-up event-planning website

- Incorporated various advertising techniques (print, internet, etc.) to increase brand awareness
- Realized the potential of social media, and also the possible issues facing start-up companies

SKILLS

Language: Conversational Spanish

Technology: Salesforce; Microsoft Word, Excel, and PowerPoint; InDesign; Photoshop

Fine Arts: Skilled in Drawing and Painting, with a specialization in Multimedia Collage