

# Amara Smith

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## EDUCATION

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### University of Massachusetts Amherst

Amherst, MA

#### Isenberg School of Management

Bachelor of Business Administration in Marketing

Candidate, May 20XX

Minor: Information Technology

- Cumulative GPA 3.82; Dean's List All Semesters

#### Relevant Coursework

- Television Production (Final Cut Pro X), Marketing Research, Marketing Strategy (Markstrat Simulation), Consumer Behavior, Behavior in the Global Economy, Advanced Software for Professional Writing (HTML/CSS)

## MARKETING EXPERIENCE

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### Homesite Insurance

Boston, MA

Digital Marketing Developer

August 20XX - May 20XX

- Developed Confluence documentation pages for recent updates in all email programs to prevent confusion and incorrect branding elements; created one central location to improve efficiency
- Filtered subscriber data extensions using SQL on Salesforce Marketing Cloud to test-send emails for specific consumer segments
- Performed quality assurance checks to ensure ~1000 emails were correctly branded prior to public release

Junior Email Marketing Developer Intern

June 20XX - August 20XX

- Created MS Excel sheets with redesign proof links resulting in 90% approval by company partners
- Updated data extensions, copy tables, and branding tables in Salesforce Marketing Cloud, identifying errors
- Awarded 1st place in intern community investment competition called Share Tank against 100 interns

### UMass AdLab

Amherst, MA

Creative Team Member

September 20XX- Present

- Increased agency brand awareness amongst student entrepreneurs by designing brochures summarizing prior work and services to be displayed at Berthiaume Center for Entrepreneurship
- Solidified brand style for ClassMate, a startup student assistant app, by designing social media graphics
- Brainstormed design and style of campaigns with team to ensure cohesive appearance across channels

### Mayor's Office, Braintree Town Hall

Braintree, MA

Website Intern

Summer & Winter 20XX

- Updated town website back-end modules with CivicPlus web design software and HTML/CSS
- Conducted multiple long-term IT projects and developed user guides for new software being used by the town

## EXTRACURRICULAR EXPERIENCE

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### Asian American Student Association (AASA)

Amherst, MA

Co-Media Chair

September 20XX - May 20XX

- Drafted and designed annual AASA magazine to showcase artwork from Asian American students
- Collected and compiled art submissions into magazine using Adobe Photoshop CC

Publicity Chair

- Designed promotional materials, including social media content, flyers, and t-shirts, using Photoshop CC
- Hosted two largest events of the year, Winter Ball and Asian Night, attracting 1000+ attendees

### The Massachusetts Daily Collegian – Arts & Living Section

Amherst, MA

Assistant Arts Editor, Arts & Living Section

September 20XX - December 20XX

- Wrote AP style articles analyzing societal impact of recent media published in print and on the MDC website
- Refined potential story ideas for other writers and formatted Arts Section pages using InDesign

## SKILLS & CERTIFICATIONS

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Computer: MS Office; HTML/CSS; Final Cut Pro X; Adobe Creative Suite; Salesforce Marketing Cloud; WordPress; Confluence

Certifications: Isenberg's Excel Advanced User Badge