

SUMMARY

Marketing graduate passionate about market research and consumer insights. Experienced conducting quantitative and qualitative research, analyzing consumer behavior, and delivering data-driven recommendations through consulting projects and marketing initiatives. Strong collaborator with excellent analytical and client communication skills.

CORE SKILLS

Market Research • Consumer Insights • Quantitative Research • Qualitative Research • Survey Design • Questionnaire Development • Consumer Behavior Analysis • Data Analysis • Insight Generation • Storytelling with Data • Client Service • Project Management • Cross-Functional Collaboration • Competitive Analysis • Brand Strategy • Tableau • Excel • PowerPoint • HubSpot

PROFESSIONAL EXPERIENCE

True Stance Inc. | Marketing Associate

May 2025 – Aug 2025

- Supported customer acquisition initiatives for national brands including AT&T and Costco, evaluating campaign performance and customer engagement trends to inform data-driven business decisions.
- Analyzed 20+ daily performance metrics using Tableau and SARA Plus, identifying trends, monitoring KPIs, and communicating actionable insights that supported campaign optimization.
- Collaborated with marketing, operations, HR, executive leadership, and sales teams to coordinate campaign execution, solve operational challenges, and ensure successful project delivery across multiple retail locations.
- Performed ongoing quality reviews of campaign execution and customer interactions, helping maintain consistency, accuracy, and high standards across marketing initiatives.
- Promoted to Corporate Trainer and temporary Store Captain, leading onboarding for 10–15 new team members, facilitating daily performance meetings, and supporting teams that achieved consecutive national sales targets.

Scoreboard Media | Social Media Marketing Intern

Sep 2024 – Feb 2025

- Supported digital marketing projects across multiple client accounts by coordinating campaign execution, managing timelines, and ensuring deliverables aligned with client objectives.
 - Managed content calendars for four client accounts simultaneously while collaborating with internal stakeholders to maintain efficient project workflows.
 - Increased Instagram engagement by 35%+ through audience-focused content strategies informed by consumer behavior and performance analytics.
 - Evaluated campaign effectiveness using CTR, CPM, CPC, and ROAS metrics, translating performance data into recommendations that improved engagement by 20%.
 - Presented campaign insights and performance findings to internal stakeholders, contributing to data-informed marketing decisions.
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RESEARCH & CONSULTING EXPERIENCE

Undergraduate Thesis — Emotional Branding as a Market Strategy

2025

- Designed and executed an independent mixed-methods market research study examining how emotional branding influences consumer trust, purchase behavior, and brand loyalty.
- Developed research methodology, survey design, and analytical framework, collecting quantitative data from 107 consumers and qualitative insights through 6 industry interviews.
- Synthesized research findings into strategic recommendations that strengthened brand positioning, customer retention, and communication strategies through evidence-based consumer insights.
- Presented a comprehensive 20,000-word research report translating complex consumer data into actionable business recommendations.

Explurger — U.S. Market Entry Strategy Consultant

2025

- Conducted consumer research, audience segmentation, and competitive analysis to evaluate market opportunities for U.S. expansion.
- Analyzed consumer needs and behavioral trends to develop insight-driven recommendations supporting customer acquisition and brand positioning.
- Presented strategic recommendations through executive-style presentations supported by market data and consumer research findings.

Dolce & Gabbana — China Re-Entry Strategy Consultant

2021

- Conducted market and consumer perception research to evaluate brand recovery opportunities within the Chinese luxury market.
- Assessed consumer sentiment, competitive positioning, and communication strategies to develop recommendations for rebuilding trust and long-term growth.
- Delivered research-backed recommendations through client-focused presentations emphasizing strategic decision-making.

Tiger Advisory — Brazil Expansion Strategy Consultant**2024**

- Researched market conditions, consumer behavior, and competitive dynamics to evaluate Brazil as a strategic expansion opportunity.
 - Synthesized market intelligence into recommendations for market positioning, customer engagement, and long-term business growth.
 - Collaborated within consulting teams to deliver research findings through executive presentations and strategic reports.
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LEADERSHIP & EXTRACURRICULAR EXPERIENCE**Student Event Organizer Assistant | Hult International Business School**

- Collaborated with cross-functional student teams to plan and execute campus events by coordinating logistics, communications, stakeholder engagement, and project timelines, ensuring seamless execution while balancing multiple priorities and delivering engaging experiences for the student community.

Marketing Collaborator | Women+ in Business Club, Hult International Business School

- Developed social media content and supported digital marketing campaigns by creating audience-focused promotional materials aligned with organizational branding, increasing awareness of club initiatives, events, and professional development opportunities while driving student engagement.

Community Impact Committee | True Stance Inc.

- Co-led a company-wide fundraising initiative by researching and evaluating charitable organizations, recommending a nonprofit partner, and coordinating cross-functional fundraising efforts that strengthened employee engagement and supported corporate social responsibility initiatives.
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EDUCATION**Hult International Business School | Bachelor of Business Administration (Marketing), 2025 | Dean's List Student**

Relevant Coursework: Marketing Research, Consumer Behavior, Marketing Analytics, Brand Management, Strategic Marketing, Statistics, Project Management