

# Brooks Vertoske, MBA

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## Education

### **Master of Business Administration: Concentration in Digital Marketing** (August 2021)

Rochester Institute of Technology, Rochester, NY

### **Bachelor of Science in Marketing** (May 2020)

Keuka College, Keuka Park, NY

- Major GPA: **3.8/4.0**; Overall GPA: **3.60/4.0**

## Experience

### **Student Admissions Ambassador** (December 2019 - May 2020)

Keuka College Admissions, Keuka Park, NY

- Guided campus tours
- Cold calls
- Experience with Slate

### **Group and Corporate Sales Intern** (May 2019 - August 2019)

Watkins Glen International Speedway, Watkins Glen, NY

- Drove to over 50 marketing events throughout NYS to promote WGI's events and sponsors
- Account management and hospitality
- Sponsor recruitment and research

### **Public Relations Intern** (October 2018 - February 2018)

Elmira Enforcers Hockey, Elmira, NY

- Social Media
- Game articles published before and after every game

### **Event Planning Intern** (December 2017 - January 2018)

Elmira Downtown Development: non-profit organization, Elmira, NY

- Experience with event planning: Alive After 5 + Elmira Street Painting Festival
- Created extensive slideshow that was displayed at each event to market EDD

### **Insurance Sales Development Intern** (December 2016 - January 2017)

Perry and Carroll Insurance Agency, Elmira, NY

- Created advertisements pertaining to insurance sales
- Prospected possible clients

## Accomplishments

- Keuka College Marketing Student of the Year for Outstanding Academic Achievement (2020)
- Keuka College Male Athlete of the Year (2020)
- Keuka Baseball MVP (2019)
- 2x Academic All-American Nominee (2019, 2020)
- 3x NEAC Scholar Athlete (2018, 2019, 2020)

## Extracurricular Activities

- Shortstop Men's Baseball, R.I.T. (2021)
- Shortstop Men's Baseball, Keuka College (2016-2020)
  - **Team Captain** (2020)
- Member of Sigma Beta Delta- National Business Honor Society (2020)
- Member of Chi Alpha Sigma- National Collegiate Athlete Honor Society (2019-2020)
- Member of Sigma Alpha Pi- National Leadership and Success Honor Society (2018, 2019, 2020)