

# MAGGIE SPERRY

(561)847-1217

MAGGIESPERRY0@GMAIL.COM

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

ROCHESTER INSTITUTE OF TECHNOLOGY-  
ROCHESTER, NY

Expected Graduation: May 2022

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

ROCHESTER INSTITUTE OF TECHNOLOGY-  
ROCHESTER, NY

Major: New Media Marketing

Minor: Advertising and Public Relations

## CAREER SUMMARY

### STUDENT MANAGER

CTRL ALT DELI | AUGUST 2017-

#### CURRENT

- Supervise other employees to make sure they are doing their jobs.
- Close the store at the end of the day, clean and prep the food area.
- Organize the receipts and count the money for the managers to have in the morning.
- Gives excellent customer service in a timely manner.

### STUDENT WORKER

RIT PAYROLL | SUMMER OF 2019

- Indexed and organized Rochester Institute of Technology faculty, staff, and student's payroll information.
- Handled direct deposit, tax, and accounts payable forms for RIT's Payroll offices.
- Helped organize backlogged W-4s, checks, mail, and payroll receipts.

### MARKETING ASSISTANT

SAUNDERS COLLEGE OF BUSINESS |  
SUMMER OF 2020

- Worked with a team of 3 to design and initiated the use of a content calendar to plan posts months in advanced
- Wrote and scheduled posts on Facebook, Instagram, LinkedIn, Twitter, and Google MyBusiness. Utilized Social Studios.
- Created weekly and monthly analysis reports for Saunders' social media data.

## SKILLS

- Adobe Photoshop Certified
- Advanced Microsoft Excel
- Windows and MAC
- JMP
- Adobe Illustrator and Premiere Pro
- Hootsuite Certification
- Hootsuite Social Media Certification
- Social Studios

## AWARDS

- Winner of the 2017- 2018 Business 1 and 2 presentation for MyBrush
- Dean's List Fall 2017, Spring 2019, Spring 2020

## PROFESSIONAL AFFILIATIONS

- Delta Sigma Pi Professional Business Fraternity- Spring 2018
  - Marketing Head of Epsilon Lambda Chapter- Spring 2019- Current
- Art House
  - Publicity Head

## PROJECTS

- Saunders Freshman Business Plan Competition
  - Developed business plan for school-wide business completion, including a marketing plan, sample website, and prototype.
  - Worked on a team of 5 for a full year
- Social Media Marketing Plan for Masline Electronics
  - Developed a social media marketing plan for a local Rochester electronics distribution company
  - Completed social media audits of competitors and created a social media calendar for Masline Electronics.
- Digital Marketing Plan for an Urban Design Club
  - Designed a digital marketing business plan for an Urban Design Club on RIT's campus
  - Created a full website and blog to accompany the plan
- Content Calendar for Saunders College of Business
  - Designed a social media content calendar for scheduling and organizing posts months in advanced
  - Developed a way for coworkers and marketing head to edit and okayed posts before scheduling
- Photo Archive Project
  - Created a comprehensive structure for naming, organizing, and uploading images onto Google Photos and within the photos folders for Saunders
  - Renamed, formatted, and reorganized all of Saunders current and past photo assets