

## Andrea Medina

585-957-5863

[andream.medina704@gmail.com](mailto:andream.medina704@gmail.com)

315 Perkins Road, Rochester NY

<https://www.andreamedina.info/>

## Education and training

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### **Bachelor of Science in Business Administration: Marketing | GPA: 3.98**

Rochester Institute of Technology Saunders | College of Business AACSB Accredited Program

*Expected (May 2023)*

### **IBM: Accelerated Program | Marketing and Communications Track**

*August 2021*

## Experience

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### *Jun 2021 – Aug 2021 | Sales and Marketing Associate | Terravista Apartamentos*

- Increased monthly revenues by 41% in apartment lease contracts.
- Monitored leaseholders' rent payments and updated administrative records.
- Created Terravista's social media profiles, planned, and designed its content for two months.

### *Jan 2021 – May 2021 | Marketing Volunteer | RIT Simone Center of Entrepreneurship*

- Volunteered as a marketing researcher to help entrepreneurs identify the target market for their products through surveys and customer research databases (Hoovers, Claritas).
- Assisted entrepreneurs with their business plans and financial forecasting for their new ventures.

## Projects

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### *Aug 2021 – Dec 2021 | Data Analytics Portfolio | Statistical Analysis II*

- Used JMP to analyze data through analysis of variance, randomized block, paired t-test, and other inferential analysis techniques to solve marketing analytics case studies.

### *Aug 2021 – Dec 2021 | Search Engine Optimization Simulation | Digital Marketing*

- Ran marketing campaigns via SEO, created landing pages, and other marketing tools in MIMIC's simulation software.
- Achieved higher conversion rates, ad revenues, and profits than the class average in three consecutive rounds.

### *Jan 2021 – May 2021 | Comfy Marketing Plan | Principles of Marketing*

- Conducted macroenvironmental analysis, customer research, market segmentation, and profitability analysis to create a marketing plan for a new activewear product.
- Identified the target market for the new product, ideated a positioning strategy, designed the brand image, and recorded an Instagram story commercial.

### *Aug 2020 – Dec 2020 | Mediterranean-Business Plan | Business Practical Tools and Practices*

- Designed an integral business plan, positioning strategy, and brand image for a new business.
- Pitched the business plan to investors from RIT's entrepreneurship center.

## Software

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JMP, Microsoft Excel, Microsoft PowerPoint, Photoshop, Illustrator, After Effects, Premier Pro, InDesign