

Eve McMullen

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A third year New Media Marketing Major with a minor in Advertising and Public Relations and a minor in Human Resources seeking a co-op position in the Marketing and/or Human Resources field for the summer of 2022

Education

Rochester Institute of Technology, Saunders College of Business

Rochester, New York
Major: New Media Marketing
Minors: Advertising and Public Relations, Human Resources
Projected Graduation Date: May 2023

Skills, Projects, Extracurricular Activities

Skills:

- WordPress
- Qualtrics
- SPSS
- First-aid and AED certified
- Hootsuite Platform Certification
- Social Media Marketing Certification on Hootsuite
- Inbound Marketing Certification on HubSpot

Extracurricular Activities:

- Member of the Delta Phi Epsilon Sorority
 - Website Coordinator (January 2020-May 2020)
 - Vice President of Housing (September 2020-May 2021)
 - Organized and lead campus wide philanthropy event for Cystic Fibrosis (August 2021-November 2021)
 - Current Chapter President (December 2021-December 2022)

Projects:

- Worked on SPSS and Qualtrics to do qualitative and quantitative market research for the company Paychex

Experience

- September 2021- Present **Student Assistant, Rochester Institute of Technology- Marketing and Communications office**
- Used Cision software to go through colleges earned media
 - Assisted in new hire orientation and paperwork
- September 2019- Present **Notetaker, Rochester Institute of Technology**
- Take in depth notes for deaf and hard of hearing students
 - Organized notes in a coherent manner
- September 2020- December 2021 **RIT 365 Peer Facilitator, Rochester Institute of Technology**
- Co-facilitated and lead dialogue in a first-year student class. I created an environment for first year students to discover themselves and give them opportunities for growth.
- May 2021- August 2021 **Marketing and HR Co-op, Orchard Park Recreation**
- Responsible for social media marketing, registration, program development, interviewing staff, processing staff paperwork, payroll, filing, and communicating with staff and the public
- July 2018- August 2021 **Program Supervisor, Orchard Park Recreation**
- Planned and organized a culinary program
 - Managed and maintained a safe environment for both participants and employees
- December 2020- May 2021 **Associate, Marshalls**
- Provided product knowledge to customers
 - Navigated through different customer service situations
- August 2020- August 2020 **Orientation Leader, Rochester Institute of Technology**
- Help aid a group of first year students in their transition to college
 - Organized bonding activities to create relationships with first year students