

Ian Bin

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Objective: To secure a full-time job with a company that provides a positive learning environment to advance and implement new strategies for the company's success. Seeking an entry-level position where I can grow my skills as a marketing professional and contribute to the overall success of a company.

Education

Rochester Institute of Technology
Saunders College of Business
Bachelor of Science in Marketing

Rochester, NY
AACSB Accredited
Expected May 2022

Projects

Consumer Wellbeing Project: Analyzed Starbucks as a company and how they are engaged in green marketing, its competitors, its market position relative to other company's and the advantages and disadvantages of that company's approach.

Internet (Digital) Marketing plan: Developed and aligned to an organization's overall business strategy around Williams Sonoma which contained objective(s), goals, tactics, KPIs & key metrics while also designing and building a website centered around the company.

Student based advertising agencies: worked with small Rochester based companies in creating a "pitch presentation" for a marketing problem that company was having.

Marketing Plan: Developed a complex marketing plan centered around a water bottle that can change its shape.

Mimic Simulation: This simulation ran a fake digital camera company while learning about digital marketing, running marketing campaigns, SEO, and landing pages.

Business Plan Project: Developed and presented a detailed business plan to a review board based on of the idea of a recycling company.

Professional Experience

Marketing Intern: May 2021 to August 2021 (c3controls)

- Identifying target demographics with selection and creation of the most effective media for c3controls
- Identifying leads to create new ways to reach and engage with the target audience
- Planning and developing a webinar event to reach out to new customers and expand audiences.

Records Manager: June 2020 to August 2020 (Merced Urology)

- Collaborating with employees to figure out what files were necessary for that day
- Used attention to detail figure out what x rays were not needed anymore for the office
- Used organizational skills to make sure the patients files were in the right place for the doctors and nurses

Express Sales Associate: November 2019 to December 2019 (Part time) (For Holiday Season)

- Working selling clothes and helping customers with any problems they may have while shopping and demonstrating exceptional customer service skills while on the job.
- Helping to persuade customers to buy products and assisting customers with any needs for certain items they may have, while using the ability to adapt to any situation that happened daily.
- Analyzing every situation and adapting to sell the best possible products to every customer

Senior Camp Counselor: July 2019 to August 2019

- Showing the ability to focus by monitoring several campers simultaneously.
- Having the ability to quickly respond to incidents and maintain records relating to activities done.
- Demonstrating the ability to help with and plan events and show leadership in group events.

Skills

Technical skills in SEO, A/B Testing, WordPress, Microsoft Word, PowerPoint, Access, Photoshop, Excel, Minitab.

Extracurricular Activities

Vice President for Electronic Gaming Society: August 2020 to Present

- Event management, marketing strategy for events, collaboration across campus with student orgs and communities.

