

JOSHUA MICHAELS

jnm8981@rit.edu | [linkedin.com/in/joshuanmichaels/](https://www.linkedin.com/in/joshuanmichaels/)

EDUCATION

Rochester Institute of Technology – AACSB Accredited | Rochester, NY

Master of Business Administration – Expected May 2027 | Bachelor of Science in Marketing | 3.7 GPA, Dean's List

SKILLS - MS/Google Office Suite, Canva, Tableau, Hubspot, Copywriting, Graphic Design, Video Editing, Figma, Asana, Trello, Social Media Marketing, Marketing Strategy, Transmedia Storytelling, Event Coordination, Hootsuite, Data Analysis, Power BI, Dale Carnegie Certification

PROFESSIONAL EXPERIENCE

Proprietary Beverages Intern | 7-Eleven, Inc | Irving, TX | 5/2026 – 8/2026

- Authored a comprehensive situation analysis of the 7-Eleven coffee category, analyzing internal sales and performance data, benchmarking competitors, and presenting go to market recommendations to category leadership
- Involved in Merchandising meetings with key vendor partners including Pepsi, Coca-Cola, Sunny Sky, and Danone on product innovation, vendor funding, sales performance, and logistics for over 13,000 locations
- Partnered with internal and external marketing teams to execute campaigns and brand activations for Slurpee, Big Gulp, and Coffee

Northeast Region Field Operations Intern | 7-Eleven, Inc | Irving, TX | 5/2025 – 8/2025

- Drove revenue and profitability across multiple Northeast locations by analyzing sales and operational data in Power BI to identify trends, optimize merchandising, and support data backed decision making
- Executed high impact brand activations and in store marketing campaigns in partnership with national brands including Jurassic Park, Monster, Celsius, Green Day, Coca-Cola, and Pepsi to elevate the customer experience and boost engagement
- Applied consumer behavior and retail marketing insights to conduct inventory optimization across a collection of franchise locations

Community Manager | MAGIC Spell Studios | Rochester, NY | 12/2024 – 4/2025

- Developed and implemented marketing strategies for multiple projects in pre- and post-production within the film and gaming industries, aligning campaigns with target audience insights and brand goals
- Managed a content calendar and scheduled social media posts using Trello for six teams, driving engagement with over 10,000 combined followers across platforms
- Coordinated campaigns for game and film releases through MAGIC Maker and Community Incubator programs, leveraging community engagement tools and social media (Discord, Reddit, Instagram, etc) to build hype, foster audience growth, and nurture online communities

Digital Marketing Intern | Synapse Virtual Production | Los Angeles, CA | 08/2024 – 12/2024

- Content creator for Synapse Virtual Production's [LinkedIn](#), [Instagram](#), and [YouTube](#) accounts, including copywriting, developing graphic design, and making posts & newsletters showcasing past collaborations with the NFL, Grammy's, Amazon MGM Studios, and more
- Conducted client research for productions, analyzed competitors, social media trends, algorithms, and strategies to optimize brand visibility, audience growth, and engagement; audited social media platforms to inform and enhance full-cycle multi-channel marketing campaigns, resulting in a 117.7% increase in followers, a 145.5% increase in page views, and an 85.5% increase in unique visitors
- Orchestrated the launch of a new video series "The Voice of Virtual Production" in collaboration with [Little Black Book](#), created and managed the [YouTube channel](#) with optimized SEO strategies resulting in over 9,292+ viewers, 196+ subscribers organically

Project Manager | OnCall Healthcare | Rochester, NY | 5/2024 — 08/2024

- Led a cross functional team of developers in Front/Backend Development and UX/UI design to construct a [healthcare application](#) for facilities addressing nursing shortages
- Conducted extensive market research including across 100+ live interviews to identify methods to penetrate the healthcare market
- Developed P&L statements, a sales/marketing rollout, and competitive analysis for potential investors— culminating in an award of \$20,000 of funding through the Ramsey Fellowship for Innovation & Entrepreneurship

Social Media Marketing Assistant | RIT Performing Arts | Rochester, NY | 10/2023 — 04/2024

- Curated and managed [social media](#) coverage for 7 live music and performing arts events attracting over 5,000+ attendees
- Booking and client relations with 43 artists and performance groups in addition to showcasing talent information and assets on the [performing arts website](#)
- Directed operations and Marketing for RIT's Unlabeled Music Festival with over 200 performers and 40 acts across four stages
- Coordinated and moderated an in-person panel discussion and Q&A with Disney Music Group's multi-Billboard Hot 100 band Joywave

AWARDS & SPECIAL INTERESTS

- Rochester Institute of Technology's Outstanding Student Leader of the Year 2025 Award Recipient
- Alfred L. and Ruby C. Davis, Joseph T. Ferraro, and The Herbert W. Vanden Brul Entrepreneurial Community Impact Award Recipient
- Volunteered 320+ hours with organizations such as DECA, Y.W.C.A. The Boys & Girls Club, and Toys for Tots