

MARISSA ADAMO

Aspiring Creative Professional

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MARKETING EXPERIENCE:

Product Development Design Intern

The TJX Companies, Inc. | May 2022 - August 2022

- Implement design initiatives for ladies' apparel through production: research, sketching, color, and trend
- Manage product's life cycle: creates and executes product based upon vision and void directed by the Merchants and Managers with flat sketching, CADS, line sheets, set-up of proto & edit tool documents
- Develop strong customer service and working relationships with Agents, Buyer, Vendors, and other inter-departmental associates by attending milestone & weekly meetings

Marketing and Communications Intern

The Williams Agency | June 2021 - September 2021

- Executes long-term media strategy planning such as an Influencer Marketing project with a social presence of 10K+ to promote an App for a client; assembles sponsorship contracts to increase social media reach by 57.7%
- Conducts TikTok exploration project and expands client's social media reach by 2,115 non-followers, uses Adobe Premiere to finalize five videos and pitches 25-slide presentation for a marketing budget proposal
- Conducts pre-and post-event analysis and reporting and analyzes demographic, sales, and social media insights, ROI, and media impressions data to plan for a Hootsuite content calendar

LEADERSHIP EXPERIENCE:

President and Campus Correspondent

Bentley University Her Campus Club | September 2019 - Present

- Oversees executive board to exceed requirements from Platinum Level Chapter to a Diamond Level Chapter ranking the club in the top 10% of Her Campus chapters nationwide; recruits 10+ writers
- Leads general body and executive board meetings and interviews, facilitate events, and trains new marketing and social media directors with digital, print, design, and event planning projects

President

Bentley University Marketing Association | 2019 - Present

- Lead the executive board meetings and the event planning process to ensure a cohesive team and event planning process
- Serve as a point of contact between advisors, professors, and companies
- Coordinate and delegate responsibilities amongst executive board members

ABOUT:

Being highly adaptive and a passionate achiever, my goal is to add value, interest, and curiosity to products and services through media strategy, communication, and campaign execution. I aim to help clients succeed while working in a dynamic and fast-paced environment.

EDUCATION:

Bentley University, Waltham, MA

Candidate for Bachelor of Science in Marketing

Minor: Information Design and Corporate Communication

Major GPA 3.90 , May 2023

GALLUP STRENGTHS:

Relator, Belief, Consistency, Harmony, Activator

CONTACT:

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ADVANCED TECHNOLOGY SKILLS:

Adobe CC: Photoshop, Premiere, Illustrator, In Design, iMovie, Final Cut, WordPress, Mailchimp, Muckrack, Microsoft Office Suite, Social Media Marketing Channels, Hootsuite Social Marketing Platform Certificates

ATHLETIC ACCOMPLISHMENTS:

Student Athlete

Bentley University Swim Team | September 2019 - Present

- Trains and competes for 20 hours per week while balancing a full 15 credit academic course load
- Volunteers yearly at the Breast Cancer Awareness Walk fundraiser in Boston, MA