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# JENNIFER JENSON

## FINANCE & MARKETING

✉ jmj2401@rit.edu ☎ 555-230-2041 📍 New York, NY

### SUMMARY

MANAGEMENT / MARKETING ANALYTICS or related entry-level opportunity to apply market research and analytics skills to drive revenue and growth through targeting campaigns that effectively identify and acquire key accounts and increase conversion rates. Qualifications include completion of Bachelor of Science program in Marketing and Finance summa cum laude; leading a team capstone research project in market analytics for a local non-profit organization; experience and certifications in the operation of Microsoft Office, Intuit Quickbooks, and Google Analytics software applications; proven experience in team communication, strategy development, and market analytics through internships and part-time roles with a marketing focus.

### EDUCATION

#### Rochester Institute of Technology

Bachelor of Science in Business Administration Finance and Marketing 2014

### EMPLOYMENT

#### **RIT College Activities Board, *Marketing Coordinator*** **Sep 2013 - Current**

- Managed marketing campaigns for campus events across poster advertising, social media, and outreach events
- Coordinated and conducted five market research studies for the selection of musical and comedic performances and guest speakers
- Market analysis and advertising efforts resulted in 100% ticket sales for nine of twelve major performance/speaker events throughout the year

#### **Medspace Technologies, *Financial Analyst Intern*** **Jun 2012 - Aug 2013**

- Performed financial analysis study on domestic and overseas suppliers for mechanical components of next-gen MRI
- Conducted supplier strategic relations impact study based on customer forecast reports
- Both studies assisted in providing the information and recommendations needed for Medspace Technologies to select suppliers for all MRI components and secure contracts within two weeks after its formal presentation

#### **RIT College Activities Board, *Marketing Advisor*** **Sep 2012 - May 2013**

- Designed and conducted feedback research studies for all major performance events through the year
- Managed poster advertising campaigns in coordination with digital advertising graphic artists

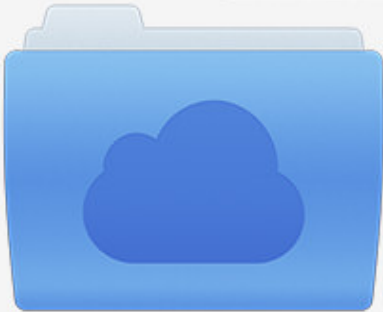
### SKILLS

Financial analysis and research, Market research, analysis, & strategy, Sales demographic analysis, New media campaign management, Strategic business relations development, Brand advertising campaign management, Strategic management of technology innovation

### VOLUNTEERING

#### **B. Milenkovic Foundation, *New Media Marketing Coordinator***

- Initiated organization practice of using online crowdfunding platforms for medical donation campaigns, leading to an increase in donations raised from \$62,000 over the previous year to \$152,000 raised over the current year
- Coordinated new biweekly blog post campaign on success stories that resulted from previous donated campaigns



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