

## Rhett Terrier

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### EDUCATION

**Boston University Questrom School of Business**, Boston, MA

May 20XX

*Bachelor of Science Business Administration*

*Dual Concentrations: Marketing and Information Systems*

Cumulative GPA: 3.3

*Activities:* Vice President of Student Affairs; Honors Program; LOCK Honor Society; BU Marketing Club

### Academic Team Projects

Fall 20XX

*Cross Functional CORE Project*

- Collaborated with a team of nine to develop a unique service idea and devise an integrated business plan
- Led the marketing subsection team to analyze market trends, user target factors, assess market competitors, calculate proper price points, and create various advertising strategies for social media and print campaigns
- Contributed to operations, finance, and quantitative analysis sub-teams to reconcile functional areas
- Developed a business plan over 100 pages long that explained in detail the hypothetical business's positioning and marketing, operations and supply chain management, financial statements, and risk calculations

### WORK EXPERIENCE

**Boston University Questrom Undergraduate Development Center**, Boston, MA

January 20XX – Present

*Front Desk Associate*

- Provide students with information regarding academics and student life and comprehensively answer questions
- Schedule meetings between students and advisors; email daily reminders to create a coordinated agenda
- Facilitate the organization of Open Houses by creating information folders, guiding prospective students, and offering auxiliary support to advisors

**Macy's Inc.**, New York, NY

June 20XX – September 20XX

*Omni Buying – Digital Merchandising Intern*

- Collaborate with an eight person buying team to plan, procure, and sort products of interest for segmented buyers for e-commerce and in store purchases in certain geographical areas
- Researched trends in purchases of identified target market segments and forecasted success of new products in several developing markets
- Created a presentation for key leaders about big-picture business strategies and the strengths and opportunities of using analytics to drive sales growth

**Wanderu**, Boston, MA

June 20XX – September 20XX

*Marketing Content & SEO Intern*

- Performed keyword research using Moz SEO software and Google Trends to gauge user intent, click rates, and time spent on various pages
- Optimized webpages for carriers like Amtrak and Peter Pan to include popular keywords utilized in searches with the goal of increased organic user traffic to the site

**F'real Foods**, Boston, MA

October 20XX – October 20XX

*Campus Brand Ambassador*

- Developed and maintain relationships with key university members, including; Foodservice and/or Retail employees, campus marketing teams, and student social influencers, to increase awareness of F'real
- Created new and unique marketing tactics and social media initiatives to interact with students and create positive buzz about the brand and increase recognition of brand
- Attended monthly online team meetings to discuss challenges, opportunities, and strategies for marketing

### SKILLS

*Computer:* Microsoft Office Word, PowerPoint, and Excel

*Language:* Conversational Spanish