

Rhett Terrier

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EDUCATION

Boston University Questrom School of Business, Boston, MA

May 20XX

Bachelor of Science Business Administration

GPA: 3.5

Activities: BU Marketing Club, herNetwork, Pride in Business

Stetson University, DeLand, FL

August 20XX – May 20XX

Coursework towards Bachelor of Science; GPA: 3.8

Activities: SU Ad Club, Alpha Kappa Psi, Student Government

ACADEMIC PROJECTS

Business, Society, and Ethics Project

Fall 20XX

- Investigated core business functions of major multinational automotive manufacturers in a team of five
- Analyzed marketing strategies, profits, and company investments towards ethics and CSR of Toyota and Ford
- Summarized findings and created an investment suggestion in an extensive PowerPoint presentation detailing important information and visualized complex data

WORK EXPERIENCE

Parker Dewey Micro-Internships, Remote

May 20XX – Present

Social Media Contributor: All 4 One Learning Solutions

- Planned and outlined a comprehensive social media campaign aimed at increasing followership by 15%
- Utilized Canva, Adobe, and in house marketing content to design flyers for posts to social media platforms
- Researched and authored three, 500-word blog posts on topics including learnings styles, resources, and study tips

Design Intern: Raise the Bar

- Produced high impact, premium brand visuals using Adobe Suite to convey offerings and increase clientele
- Collaborated with CEO and Head of Marketing to transform visions into clear and compelling graphic designs

Ocean Bank, Miami, FL

June 20XX – July 20XX

Operations and Systems Summer Intern

- Reduced average customer waiting time by 50% through supporting the implementation of a more effective customer registration system to improve customer experience
- Trained over 10 employees on how to utilize the new registration system, installing the software on their computers, and presenting the advantages of the initiative to the SVP of Ocean Bank
- Participated in workshops and educational meetings to learn basic strategies & operations of a commercial bank

LEADERSHIP EXPERIENCE

Boston University Pride in Business, Boston, MA

September 20XX – Present

Member

- Engage in professional development opportunities connecting LGBTQ+ students with Diversity, Equity, and Inclusion initiatives at top-tier companies.
- Connect with students and professionals to share experiences, network, and gain confidence in corporate settings

Stetson University AdLab, DeLand, FL

August 20XX – May 20XX

Account Executive

- Conducted surveys and focus groups, to create in-depth competitor reports for creative team use on campaigns
- Designed and distributed online surveys targeting college and local demographics to assess potential customers' alcoholic consumption behaviors and administered via Facebook and Twitter
- Monitored progress in weekly calls and status reports; coordinated final meeting to present plan and cost to clients

SKILLS

Computer: Adobe Design, Canva, SurveyMonkey, Microsoft Office Word, PowerPoint, and Excel

Language: Conversational Spanish