

# Alexander Evan Jerome

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## Applying for a Student Marketing Internship for the Summer of 2017

### Education

**R. H. Smith School of Business, University of Maryland at College Park**, Rising Senior, 3.6 GPA  
Marketing Major, Computer Science Minor, QUEST Honors Program

### Relevant Experience

#### **Internal Marketing Associate, Mindgrub • June 2016-August 2016**

Audited and adjusted digital marketing presence with Hubspot (Enterprise Marketing Suite), Google Analytics, Google Tag Manager, Google AdWords, Facebook for Business Ads, and Twitter Ads. Spearheaded style guide creation for brand and content consistency.

#### **Data Analytics Intern, R2integrated • June 2015-August 2015**

Conducted analysis with Google Tag Manager, Google AdWords, and Google Analytics to determine tactical enhancements for major clients including Hershey's Chocolate World, The National Aquarium, Volvo CE, and Coldwell Banker.

#### **Director, TerpAMA Consulting Group • May 2015 - Present**

Led a team of 12 employees in this student-run marketing consulting agency. Restructured the group to create new branding and scalable infrastructure increasing revenue by ten-fold.

#### **Director of Marketing, Bitcamp • September 2014-Present**

Led the marketing team for the 36 hour, 1000+ person hackathon. Developed marketing plan, marketing strategy for print, social and public outreach, website, video, and deliverables to increase registration by 100%. Solicited funding from many large technology firms.

#### **Founder, Social-Standing Digital Marketing Agency • June 2011 – Present**

Created market strategy, branding, websites and customized Facebook applications for businesses and non-profit organizations. Worked with HTML, JavaScript, CSS, SASS, LUA and other frameworks.

#### **Researcher, Wasabi Ventures • September 2013 – May 2014**

Created virtual startup by working one-on-one with the CEO of a venture capital firm. Learned to create business plans and the venture capital business evaluation process.

#### **Intern, DBM Communications Advertising Agency • May 2013 – September 2014**

Worked directly with partners and customers to define marketing strategies. Worked on a wide variety of projects across all digital mediums including creating and revising multiple websites, social media sites, videography and video editing.

#### **Marketing Intern, State Delegate Dana Stein • June 2012 – May 2013**

Attended legislative sessions and met various government officials. Worked directly with Delegate Stein and chief of staff to design Delegate Stein's main web site and mobile compatible site.

### Certifications, Awards and Skills

**Adobe Certified Associate • April 2014**

**Certified in Google Analytics, Google AdWords and Google Tag Manager • June 2015**

**Microsoft Design Award, 1<sup>st</sup> Place • April 2014**

**Adobe Creative Cloud • Photoshop, Illustrator, Premiere, After Effects, InDesign**

**Coding Languages • HTML, CSS, SASS, PHP, JavaScript/jQuery, Java, MySQL, C, Lua, Ruby, OCaml, Prolog**