

BARBARA CESSAR

105 Willow Drive, Slippery Rock, PA 16057
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Education:

Penn State Erie, The Behrend College
Digital Arts, Media, and Technology, Bachelor of Arts
Minor in Marketing and Data Visualization

Expected May 2022
GPA: 3.79

Academic Experience:

Social Media and Management Analytics

January 2021 – May 2021

- Learned how to identify effective social media strategies
- Gathered, tracked, and analyzed social media data utilizing Node XL Pro
- Tracked the performance of UPMC's Twitter throughout the semester

Data Analytics

August 2020 – December 2020

- Worked with data preparation, data visualization, data mining, and data modeling
- Conducted a market analysis to investigate the top five and bottom five restaurants in Erie
- Conducted an analysis to address how the length of product review comments on Amazon are affected by other transactional variables

Additional Experience:

ITC Research Project with the Black School of Business

January 2021- May 2021

- Expanded Erie Center for Arts and Technology's visibility through social media and website
- Communicated and collaborated with stakeholders
- Developed an effective marketing strategy

Marketing Internship with AcousticSheep

January 2021- August 2021

- Wrote interesting content pieces to help with public relations and search engine optimization
- Strategically wrote and planned app notifications
- Performed a data analysis in order to find the most influential influencers to promote products

Completed Advanced and Beginner Google Analytics course

December 2020

- Armco Park Lifeguard, Butler YMCA June 2016 - August 2019
- Cranberry Township Waterpark Lifeguard May 2019 - August 202

Campus Involvement:

Swim Team, Penn State Behrend

August 2018 - Present

- Inducted into the National College Athlete Honor Society, Chi Alpha Sigma
- Received All-American recognition for averaging over a 3.3 GPA as a team

American Marketing Association

January 2020- Present

- President (2021-2022)
- VP of Finance (2020-2021)

The National Society of Leadership and Success

January 2020 – Present

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References

- Jennifer Wallace
Head Coach
814-898-7147
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- Kristen McAuley
Marketing Professor
814-898-6264
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- Dr. Babajide Osatuyi
Data Analytics Professor
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- Valerie Murphy
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