



MARY ROSE MCQUEEN

MARKETING AND ANALYTICS STUDENT

PROFESSIONAL SKILLS

R and SQL
Web content development
Microsoft Office
Project management
Creative brief planning
Adobe Creative Cloud
Market research
Market analytics
Consumer behavior
Social media strategy
Nielsen Data training
Influencer partnerships

PERSONAL SKILLS

Creative spirit
Fluent in Spanish
Reliable and professional
Organized
Fast learner
Team player
Data driven
Motivated

CONTACT

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SOCIAL

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WORK EXPERIENCE

DIGITAL MARKETING INTERN

Chatbooks | Dec 2017 - Present

- Work with sponsors to optimize sales and exposure
- Identify unmet needs, goals, opportunities, and challenges of digital campaigns
- Analyze market trends to best execute the company initiatives and objectives

UNIVERSITY STRATEGY INTERN

The Home Depot | Jan 2018 - Present

- Partner with Merchandising team on the National Product Line Review
- Correlate disparate data points and primary observations to improve sales, margin, and inventory turns
- Change or optimize the current assortment of products.
- Provide in-depth performance and market intelligence analytics

MARKETING INTERN

Zion Ponderosa Resort | May 2017 - Aug 2017

- Started and led a marketing campaign targeted at private schools
- Booked six private schools with 1,000+ students to occupy resort in the offseason
- Developed and controlled promotions on the resort app
- Enhanced tourists' experience by leading insightful tours as a certified park guide

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN MARKETING, MINOR IN STATISTICS

Brigham Young University | 2014 - 2019

- Utah State's Regents Scholarship; academic
- Vice President of Analytics - BYU Marketing Association
- Leadership of Technology - Women in Business Club
- Cardinal Health Conjoint Analysis Case Competition Finalist

SERVICE

VOLUNTEER REPRESENTATIVE - Trujillo Peru

The Church of Jesus Christ of Latter-day Saints | May 2015- Nov 2016

- Counseled individuals, trained volunteers, and mentored youth
- Worked 80-hour weeks for 18 months
- Taught English to native Spanish speakers