

# Marc Urbealis II

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<https://marcjoseph17.github.io/MarcUrbealis/html>

## EDUCATION

### **Champlain College | Burlington, VT**

Certification - Software Engineering

**May 2023–February 2024**

GPA: 3.8

- Honors and Clubs: Perfect attendance award, top 100 students award for 2023 calendar year.
- Learned and developed various real-world solutions through numerous languages/software's.
- Developed modern programming skills geared toward responsive and scalable solutions.

### **F.I.R.S.T INSTITUTE | Orlando, FL**

Certification - Graphic Design, Web Development, UI/UX, Digital & Motion Graphics

**June 2022–March 2023**

GPA: 3.9

- Dedicated thirty-five hours a week collaborating with classmates and experienced leads on key technical strategies in web design and development practices.
- Learned various design techniques, the history of design, and modern software functionality for mobile and web.
- Honors and Clubs: Perfect attendance award, presidents list high honors.

### **Monmouth University | West Long Branch, NJ**

B.S - Business Administration, Marketing & Management Decision Sciences

**May 2016–March 2020**

GPA: 3.6

- AACSB Internationally accredited University that maintains required Assurance of Learning
- Honors and Clubs: Freshman & Sophomore year presidents club.
- Public Relations & Marketing Chair for Sigma Pi Fraternity

## WORK EXPERIENCE

### **Business Development Specialist – FULL TIME**

Walser Wealth Mgmt. | Tampa, FL

**June 2021–May 2022**

Worked closely with marketing director to identify opportunities for business growth and optimize marketing strategies. Analyzed business processes and finances, implemented marketing tactics, and established an effective network for existing and prospective clients. Analyzed and expanding business operations toward sustained growth. Monitored revenue streams and identified opportunities to increase profitability. Evaluated and improved sales outreach, marketing, and branding strategies. Performed competitor analysis toward obtaining an increased market share. Played a pivotal role in reaching a record number of managed accounts in 2021.

### **Leasing Specialist – FULL TIME**

Greystar | Tampa, FL.

**March 2020–May 2021**

Spearheaded dynamic marketing campaigns and conducted thorough competitive analysis to identify market trends and capitalize on opportunities. Through strategic pricing adjustments and innovative marketing initiatives, I enhanced property visibility and attracted qualified leads. Leveraging my expertise in lease negotiation and contract management, I fostered positive tenant relationships while achieving occupancy and revenue targets. My commitment to excellence and proactive approach to problem-solving consistently contributed to the company's success and competitive edge in the market.

### **Marketing Associate – INTERNSHIP**

CMDS | Colts Neck, NJ

**January 2018–January 2020**

Collaborated closely with the Marketing Director and cross-functional teams to facilitate various marketing initiatives. Responsibilities encompassed a broad spectrum of tasks, including the creation of both digital and print marketing materials, such as UI/UX designs, graphic assets, and copywriting content. Actively engaged in in-depth market research and analysis to inform strategic decision-making processes, contributing to the development of comprehensive marketing strategies. Played an integral role in monitoring and optimizing digital marketing channels, leveraging platforms such as social media, email, and website content management systems. Through meticulous performance tracking and analysis using tools like Google Analytics, identified key insights and trends, enabling data-driven adjustments to campaigns for enhanced effectiveness and ROI. Additionally, managed KPIs to measure campaign success and provided valuable administrative support, ensuring seamless coordination and execution of marketing projects while upholding brand consistency across all communication channels.

## SKILLS AND INTERESTS

**Technical Skills:** HTML, CSS, JavaScript, Typescript, Java, Python, C++, SQL, PHP

**Design Skills:** Microsoft Office, Adobe Creative Cloud, WordPress, Figma, Sketch, WebFlow, InDesign, InVision, Miro, Marvel

**Interests:** Sports, Health & Wellness, Mix Martial Arts, Tech, Art, A.I