

Noah L. McAskill

CONTACT INFORMATION	(631) 276 - 0182 nmcask@bu.edu	East Hampton, NY 11937 www.noahmcaskill.com
EDUCATION	Boston University's Questrom School of Business Class of 2016 Boston, MA <i>Business Administration, Concentration: Marketing</i> • Major GPA: 3.66 • Junior - Senior Year Dean's List August 2012 – May 2016 The Ross School Class of 2012 East Hampton, NY	
PROFESSIONAL EXPERIENCE	Sony Music New York, NY <i>Marketing Intern</i> for Brand Partnership Department • Created one sheets for video product placements and upcoming festivals using Adobe Photoshop and Illustrator • Worked with marketing department to plan future marketing stunts for upcoming artists • Wrote and voiced a series of Spotify ads for their Sony's Spotify "freemium" channels May 2015 – Present Discovery Communications Silver Spring, MD <i>Media Planning / Marketing Intern</i> • Helped develop and schedule tactical execution of both on and off air activity for assigned DCI networks to increase ratings and viewership using the analytical software GripIt! • Prepared and led informational presentation on advertising methodologies of networks in direct competition with DCI channels to executives at both Discovery Channel's HQ and via satellite link to personnel in New York offices May – August 2014 Alt-Options Boston, MA <i>Contracted Designer</i> for Marketing team • Created logo, website design and fliers for Alt-Options using both Adobe Photoshop and Illustrator September 2014 – April 2015 The Art Fuse Online Arts Magazine Boston, MA <i>Intern</i> for Marketing team • Assisted the head of the marketing department with their social media outreach in order to promote a local arts magazine • Collected information from each contributor of the magazine to modify their Wikipedia page December 2013 – December 2014	
ACADEMIC PROJECTS	CORE (Business Plan Team Project) • Collaborated with a team of nine students to complete a 130 page business plan and present our findings to potential investors McDonald's Valuation (Corporate Finance Management Class) • Performed various valuation analyses, including discounted cash flow, Comp Co and Precedent Transactions in order to complete a 80 page report and PowerPoint presentation Downtyme Research Project (Market Research Class) • Conducted secondary research as well as one-on-one interviews in order to make suggestions on what Downtyme should do in their marketing efforts to attract more users	
LEADERSHIP	Boston University Bitcoin Club (Co-Founder and Vice-President) • Conduct weekly meetings to educated members about crypto-currencies and establish a more Bitcoin friendly campus	
COMMUNITY INVOLVEMENT	Member of Finance Club at Boston University's Questrom School of Business Member of MakeBU at Boston University's College of Engineering	2013 - 2015 2014 - 2016
SKILLS	Computer Adobe Photoshop, Adobe Illustrator, Affinity Designer, LaTeX, GripIt!, Gabriel, Aptus, Excel, Powerpoint	