

# Noah L. McAskill

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CONTACT INFORMATION	(631) 276 - 0182 nmcask@bu.edu	East Hampton, NY 11937 www.noahmcaskill.com
EDUCATION	<b>Boston University Questrom School of Business</b> Class of 2016   Boston, MA <i>Business Administration, Concentration: Marketing</i> • Major GPA: <b>3.75</b> • Junior - Senior Year Dean's List  <b>The Ross School</b> Class of 2012   East Hampton, NY	
PROFESSIONAL EXPERIENCE	<b>Sony Music</b>   New York, NY <i>Marketing Intern</i> for <b>Brand Partnership</b> 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  <b>Discovery Communications</b>   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  <b>Alt-Options</b>   Boston, MA <i>Contracted Designer</i> for <b>Marketing</b> team • Created logo, website design and fliers for Alt-Options using both Adobe Photoshop and Illustrator.  <b>The Art Fuse Online Arts Magazine</b>   Boston, MA <i>Intern</i> for <b>Marketing</b> 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	
ACADEMIC PROJECTS	<b>CORE</b> (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  <b>McDonald's Valuation</b> (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  <b>Downtyme Research Project</b> (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	<b>Boston University Bitcoin Club</b> (Co-Founder and Vice-President) • Conduct weekly meetings to educated members about crypto-currencies and establish a more Bitcoin friendly campus	
COMMUNITY INVOLVEMENT	<b>Member of Finance Club</b> at Boston University's Questrom School of Business <b>Member of MakeBU</b> at Boston University's College of Engineering	2013-Present 2014-Present
SKILLS	<b>Computer</b>   Adobe Photoshop, Adobe Illustrator, Affinity Designer, LaTeX, GripIt!, Gabriel, Aptus, Excel, Powerpoint	