

# 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's Questrom School of Business</b>   Boston, MA <i>Business Administration, Concentration: Marketing</i> <ul style="list-style-type: none"><li>• Major GPA: <b>3.66</b></li><li>• Dean's List: <b>2015 - 2016</b></li></ul> <b>The Ross School</b>   East Hampton, NY	<b>May 2016</b>  <b>June 2012</b>
PROFESSIONAL EXPERIENCE	<b>Sony Music</b>   New York, NY <i>Marketing Intern for Brand Partnership Department</i> <ul style="list-style-type: none"><li>• Created one pagers for video product placements and upcoming festivals using Adobe Photoshop and Illustrator</li><li>• Worked with marketing department to plan future marketing stunts for upcoming artists</li><li>• Wrote and voiced a series of Spotify ads for their Sony's Spotify "freemium" channels, increasing the click through rate by 23%</li></ul> <b>Discovery Communications</b>   Silver Spring, MD <i>Media Planning / Marketing Intern</i> <ul style="list-style-type: none"><li>• Assisted in developing a weekly plan for both on and off air activity for assigned DCI networks, resulting in TLC's highest rated second quarter in over a decade</li><li>• 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</li></ul> <b>Alt-Options</b>   Boston, MA <i>Contracted Designer for Marketing team</i> <ul style="list-style-type: none"><li>• Created logo, website design and fliers for Alt-Options using both Adobe Photoshop and Illustrator</li></ul> <b>The Art Fuse Online Arts Magazine</b>   Boston, MA <i>Intern for Marketing team</i> <ul style="list-style-type: none"><li>• Handled social media accounts in promoting out coming articles, increasing website traffic by about 80%</li><li>• Collected information from each contributor of the magazine to modify their Wikipedia page</li></ul>	<b>May 2015 – Present</b>     <b>May – August 2014</b>     <b>September 2014 – April 2015</b>   <b>December 2013 – December 2014</b>
ACADEMIC PROJECTS	<b>CORE</b> (Business Plan Team Project) <ul style="list-style-type: none"><li>• Collaborated with a team of nine students to complete a 130 page business plan and present our findings to potential investors</li></ul> <b>McDonald's Valuation</b> (Corporate Finance Management Class) <ul style="list-style-type: none"><li>• Performed various valuation analyses, including discounted cash flow, Comp Co and Precedent Transactions resulting in an 80 page report and PowerPoint presentation</li></ul> <b>Downtyme Research Project</b> (Market Research Class) <ul style="list-style-type: none"><li>• Conducted secondary research and one-on-one interviews resulting in an improved app design and more engaging social media posts, which led to an increase in users by 15%</li></ul>	
LEADERSHIP	<b>Boston University Bitcoin Club</b> (Co-Founder and Vice-President) <ul style="list-style-type: none"><li>• Conduct weekly meetings to club members about crypto-currencies and establish a more Bitcoin friendly campus</li></ul>	
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	<b>2013 - 2015</b> <b>2014 - 2016</b>
SKILLS	<b>Computer</b>   Adobe Photoshop, Adobe Illustrator, Affinity Designer, LaTeX, GripIt!, Gabriel, Aptus, Excel, Powerpoint	