

# Adelie Plumasseau

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## EDUCATION

**Santa Clara University, Leavey School of Business**

**Masters of Science in Information System**

Santa Clara, CA

*Graduation June 2026*

- Vice President of Mentorship in the Women in Business Club
- Relevant Course Work: Object Oriented Programming, Data Analytics, Financial Accounting

**Menlo College**

**Bachelor of Science in Business Management: Entrepreneurship concentration**

Atherton, CA

*Graduated December 2022*

Beta Gamma Sigma Business and Management International Honor Society & Alpha Chi National College Society

Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022

## TECHNICAL SKILLS

**Programming Languages:** Python, Java, HTML, CSS, MySQL, JavaScript

**Analytics:** Exploratory Data Analysis (EDA), Statistical Analysis, Sentiment Analysis, Data Visualization

**Tools:** Project Mgt Tool(Asana), Microsoft Excel (Pivot Tables, VLOOKUP), Tableau, Power BI, GitHub, VS Code, IntelliJ IDEA

## EXPERIENCE

**Firstbase**

Menlo Park, CA

**Marketing Specialist**

*August 2023 - September 2023*

- Developed and executed a new social media strategy that increased LinkedIn follower count and total engagements, moving from last to 2nd place among competitors within 30 days of Q3.
- Supported the Growth Marketing Manager with designing, building, and executing impactful marketing campaigns across multiple channels, including email, organic social, paid advertising, and events.
- Communicated Firstbase's value proposition effectively at the SHRM23 and VMWare conferences, fostering relationships and actively engaging with key prospects to address their needs and inquiries.

Menlo Park, CA

**Marketing Intern**

*February 2023-August 2023*

- Managed the weekly newsletter; \$1.5M in Q2 Pipeline sourced from new newsletter subscribers.
- Worked with the Director of Product Marketing to support monthly product launches by planning, promoting, editing, and publishing product webinars.
- Supported the Director of Marketing Operations on various initiatives, including campaign management, landing page designing and publishing, and nurture programs.

**GoodTrust**

Atherton, CA

**Marketing Intern**

*June 2022 - August 2022*

- Contributed to diversifying the product offering and developing strategic plans with the company's leadership team.
- Conducted market research to determine which financial institutions and insurance companies offer benefits or loyalty programs similar to GoodTrust.
- Published blog content about estate planning and password management that attracted monthly visitors.
- Managed social media accounts such as Instagram and Facebook and achieved a 15% increase in user engagement.

## ACADEMIC PROJECTS

**Airbnb Analytics:** Conducted a data-driven analysis of Airbnb listings to identify profitability trends across neighborhoods, leveraging machine learning, statistical correlations, and visualization techniques to provide actionable insights for hosts and investors, including dynamic pricing strategies and investment opportunities.

**SheCodes Basics:** Built a page as a final project for the SheCodes coding workshop

## ADDITIONAL INFORMATION

**Interests:** Building interactive websites, creating Java applications, and exploring MVP development for real-world problems.

**Community Service:** Tutored and coached a total of 60-67 middle school girls in 4 classes on the art of delivering an effective elevator pitch.