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Andrew Cloud  
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NORTHEASTERN UNIVERSITY  
Boston, MA  
May 2017

Education

Candidate for Bachelor of Science Degree in Business Administration and Interactive Media  
Concentration: Marketing  
On-Campus Involvement: VP of Events, Student Alumni Association, Former Media and Marketing Chair

MARKETING CO-OP:  
HOLLISTER STAFFING  
Boston, MA  
July 2015 - December 2015

Professional Experience

- Created and curated industry-related content for social media channels, fostering a 10% growth in followers across nearly every platform while also compiling monthly analytics.
- Designed graphics and page layouts for both internal and external use.
- Lead an initiative to attract college graduates and grew the applicant pool by 20% every month.
- Proposed, shot, and edited the first candidate video testimonial.

ADMINISTRATIVE ASSISTANT:  
ORTHOPEDIC AND SPORTS  
PHYSICAL THERAPY  
Wellesley, MA  
July 2014 - January 2015

- Maintained a welcoming and helpful environment for patients ranging from elementary school students to young professionals to retirees.
- Responsible for checking in patients, collecting co-pays, scheduling appointments for 3-5 therapists, answering the phones, while registering an average of three new patients a day.
- Communicated with other medical offices and insurance companies regarding insurance authorizations/referrals, and maintained a database with 150+ active patients utilizing a web-based client called MWTherapy.
- Worked closely with the business and therapy personnel to ensure seamless coordination between the two departments.

VP OF EVENTS:  
STUDENT ALUMNI  
ASSOCIATION AT  
NORTHEASTERN UNIVERSITY  
Boston, MA  
May 2014 - Present

Relevant Experience

- Designed the official logo and t-shirts for Northeastern Homecoming 2015.
- Served consecutive years as lead coordinator for Mayor of Huntington Avenue, a signature on-campus event attended by 800+ students. Responsibilities included creating graphics, approving campaigns, communicating with candidates, and determining the format and content of the live event.
- Plan four social events per semester and aid in improving internal culture.

SKILLS

Microsoft Office Suite (Word, Excel, Powerpoint), Social Media (Facebook, Twitter, Instagram, Hootsuite), Adobe Creative Suite (Illustrator, InDesign, Photoshop), Sketch

Comfortable with HTML5/CSS3, 3D modeling, basic animation, Google Analytics

Learning jQuery/Javascript

Proficient in Spanish

Coursework

Interactive Design: Responsive	Interactive Foundation	Typography 1	2D Foundation
3D Foundation	Narrative Basics	Fundamentals of Computer Science	Management Information Systems
Marketing Management	Marketing Research	Business Statistics	+ required labs

INTERESTS

Discovering new artists, concert-going, fiction, fitness, the NBA, the tech industry, travel, cooking, programming, advertising.