

Anthony Willis

(203) 523-9601 | Anthonysullivan104@gmail.com | New York, NY

EDUCATION

State University of New York at New Paltz
bachelor of science in Geography | 3.1 GPA

New Paltz, NY
AUGUST 2023 - MAY 2027

EXPERIENCE

Clover City
small business owner

New York, NY
MARCH 2022 - AUGUST 2024

- Managed various social media platforms to generate an organic following.
- Handled transactions through web platforms and adjusted prices in order to create high profit margins.
- Designed physical and digital products through adobe photoshop based on local trends and market research.
- Communicated with customers to create brand loyalty and recognition.
- Used keywords to create brand awareness through search engines.

DOROT

White Plains, NY
FEBRUARY 2024 - APRIL 2024

marketing intern

- Created monthly flyers for this non-profit's members which listed community events for senior citizens
- Researched areas in Westchester County to expand this organization's services and membership
- Worked on excel sheets in order to sort data
- Co-hosted free monthly events for seniors to socialize and to provide mental stimulation

Dreamers and Co

New York, NY
FEBRUARY 2023 - MARCH 2024

marketing intern

- Managed budget for two advertisement campaigns by communicating with the accounting department to ensure we remained within budget.
- Developed marketing strategies for various articles of streetwear clothing.
- Tracked trends within the industry.
- Developed a new and improved website to target a younger audience.

Macy's

Yonkers, NY
AUGUST 2023- DECEMBER 2023

womens shoes associate

- Assisted female customers in finding shoes in a timely manner and created a welcoming environment
- Packaged shoes in order to ship to customers
- Helped at the register when needed

Momentum Solar

New York, NY
JULY 2023 - AUGUST 2023

canvasser

- Canvassed neighborhoods and connected with local residents to educate them on the benefits of solar energy.
- Pitched effective strategies on Momentum Solar panels compared to the company's competitors.
- Answered questions on price, installation and return on investment.
- Provided additional reading materials for homeowners to look through in order to encourage follow up appointments.

SKILLS

Computer: Mac and Windows operating systems, Website development, Adobe Photoshop, Microsoft Office, Google Workspace: Drive, Docs, Slides

Social Media: Tiktok, Twitter, Facebook, Snapchat, Instagram, Pinterest

EXTRACURRICULAR ACTIVITIES

Clubs: economics team, robotics team

Sports: SUNY New Paltz cross country team, Captain of high school track team