

Daniel MacLeod

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EDUCATION

Tufts University, Medford, MA
Bachelor of Arts, May 2012, GPA 3.77
Major: Psychology; Minor: English; Magna Cum Laude

University of Queensland, Brisbane, Australia
Study Abroad, Fall 2010, GPA 4.0

EXPERIENCE

Boston Startup School, Boston, MA
Marketing Student, Summer 2012

- Professional accelerator designed to gain and apply skills in all areas of startup marketing
 - Positioning, branding/messaging, customer segmentation, analytics, lead generation, etc.
- Work with a cross-discipline team of 5 to take a seed idea through the early stages of a startup

451 Marketing, Boston, MA
Social Media Intern, Spring 2012

- Trusted community manager acting as organization spokesperson for 8 clients via Twitter accounts
- Researched snack industry to provide competitive landscape analysis with key insights into social media strategies used by Frito Lay, Marzetti, and others
- Wrote Facebook Timeline section for updated Social Media Content and Strategy Guide given to clients

Tufts Imagnet Marketing and Communications Club, Medford, MA
VP of Operations, Spring 2012
Account Manager, Fall 2011

- Received Imagnet Best Account Manager award for work managing team of 12 students to effectively market/consult for the Irish International Immigration Center, complete with PowerPoint presentation
- Coordinated social media consultation to increase interactivity and total Facebook likes 12.5%
- Conducted market research to determine values of both target audience and untapped audience of small donors; provided insight on how to build emotional connection with donors through crowdsourcing

Boston Red Sox, Boston, MA
Media Relations Intern, June 2011-September 2011

- Responsible for providing Red Sox front office and partners with a daily compilation/recap of the most relevant and impactful sports news from among 30+ media sources to facilitate PR decisions
- Dealt with variety of problems handling all temporary press passes and verifying game-day credentials
- Top 3 in-game charity raffle ticket sales among 12 interns; sold over \$500/game by August
- Approached senior management with proposal to pursue new Green Monster initiative; proposal approved with 1st year projected revenue of \$183+K

RELEVANT COURSEWORK & PROJECTS

Courses: Entrepreneurial Marketing, PR and Marketing, Multimedia Journalism, Intro to Econ
Project: Entrepreneurial Marketing: worked with PowerSpeaking Inc. as part of a team of 5 to create full marketing strategy for a new web-based product

ACTIVITIES & INTERESTS

Tufts Observer, Freelance Writer, 2009-2010; Queensland Indoor Soccer League, Fall 2010; All Stars, Volunteer (work with underprivileged kids), 2009-2010; Backpacking in Western Europe and Southeast Asia, 2009-2010; Tufts Ears for Peers Help Hotline, Peer Advisor, 2009-2010; Landon School Paper, Senior Editor, 2007-2008.

SKILLS

Computer: MS Excel, Word, PowerPoint, Adobe Photoshop, HootSuite
Language: Professional proficiency in Spanish