

Tevin Michael Mickens

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EDUCATION

YALE UNIVERSITY, NEW HAVEN, CT | CLASS OF 2018 | GPA: 3.6

• Majors: Computer Science & Art

BROWN UNIVERSITY + UNIVERSITAT POMPEU FABRA, BARCELONA, SPAIN | AUGUST – DECEMBER 2016

ACTIVITIES

FACEBOOK, BRAND STRATEGY INTERN | JUNE 2016 – AUGUST 2016

- Spearheaded the creation of vital sales collateral, whilst focusing on the Facebook user-base.
- Worked cross-functionally with marketing science, sales and marketing teams to revitalize and scale internal tools.

EATON CORPORATION - EATON ELECTRICAL, MARKETING ANALYST INTERN | MAY 2015 – AUGUST 2015

- Created internal literature regarding competitive comparisons on Eaton's ATS and Generator product lines, via thorough market analysis.
- Reduced production costs on Eaton's POP product line by performing in-depth "cost-outs," based on materials costs and technical drawings.

YALE POLTIC, DIRECTOR OF MARKETING | MAY 2015 – MAY 2016 [14 HRS/ Week]

- Increased membership by 60% by personally developing a novel account executive program.
- Supported our visiting speakers' series, *The Politic Presents*, featuring speakers such as NASA Administrator Charles Bolden and Editor-in-Chief of the Atlantic, James Bennet, via fundraising to cover travel and hosting expenses.

YALE DAILY NEWS – MEDIA MANAGER [FMR. ACCOUNT EXECUTIVE] | OCTOBER 2014 – MAY 2016 [25 HRS/WK]

- Protected our \$500k endowment by executing and developing an advertisement sales program to raise annual revenue by 5%.
- Maintained online advertisement revenue across 3M+ visitor sessions (October 2014-Present) by designing and implementing online and national ads.

T2M2 DESIGNS, FOUNDER | JUNE 2012 - PRESENT

- Raised over \$10k for the Greater Pittsburgh Community Food Bank (2013) from procuring and executing design projects for local Pittsburgh businesses and individuals.

SKILLS + AWARDS

- Adobe Illustrator, Lightroom and Photoshop proficiency, which I often procure to create ABC's 'Scandal' fan art.
- Programming: C – Moderate proficiency. HTML, CSS – Basic proficiency
- Yale – Leadership - one of 100 applicants to receive expedited acceptance to Yale, prior to formal admission, for outstanding leadership credentials.
- National Merit Finalist Designee
- Certificate of Merit Recipient – Commonwealth of PA
- Cum Laude Society Inductee – Shady Side Academy