**Kevin M. McGee**

(914) 715-7506 | kmmcgee88@gmail.com

88 Sterling Avenue, White Plains, NY, 10606

**EDUCATION**

**Lehigh University** *Class of 2017* B.A. Science, Technology, and Society Eckardt Scholars Honors Program

Minors in Psychology and Philosophy

* **Overall GPA:** 3.2
* **Major GPA:** 3.6
* **Honors:** National Honor Society, Latyrus Hill Award
* **Relevant Coursework:** Technology & Human Values, Politics of Science, Politics of the Environment, Social Psychology, Philosophy of Science, Senior Eckardt Final Project

**WORK EXPERIENCE**

**New England Confectionary Company** **(NECCO)**  **Revere, MA**

*Brand Planner / Website Analytics Development* May 2016 – August 2016

* Member of the Marketing and Social Media Strategy Teams
  + Worked directly with department managers to create and maintain brand platforms
  + Fostered consumer relations by interacting through various social media outlets
  + Developed brand strategies for new product launches alongside Hill Holiday Advertising
  + Conducted development of product design, packaging, and marketing
* Established and maintained Google Analytics for NECCO website
  + Tracked consumer demographic, acquisition, and purchase information to create new site strategies
  + Presented data, conclusions, and recommendations to NECCO leadership group

**LEADERSHIP**

**Kappa Sigma Fraternity** *–* **Beta-Iota Chapter** 2014 – Present *Executive Committee - House Manager*

* One of six Executive Officers responsible for chapter leadership, decision-making, and policy enforcement
* Maintain house facilities of 40+ residents in coordination with the Office of Residential Services

*Standards Board*

* One of a four-person committee to hold members responsible for rule violations, levy proper penalties

**Lehigh University Ice Hockey** 2013 – Present

*Team Vice President and Captain*

* Communicate as a liaison between the University Athletics Office, coaching staff, and team
* Maintain relationships with alumni and organize annual team fundraising
* Organize team trips including coordinating busses, finding hotels and building itineraries

**Lehigh University Sports Analytics Club** 2015 – Present

*Head of Hockey Analytics*

* Develop analytical skills through collection and application of raw data to contextual trends
* Spearheaded Club expansion into hockey analytics

**SKILLS**

Microsoft Excel, Google Analytics, Google Distance and Direction Matrix API