

# Calum Boone

50 Lewis Street, Apt. 506  
East Boston, MA 02128

856.725.2440

[calum.boone@gmail.com](mailto:calum.boone@gmail.com)

[www.linkedin.com/in/calum-boone/](https://www.linkedin.com/in/calum-boone/)

[www.calumboone.com](http://www.calumboone.com)

## Experience

---

### **Soundsteer Corp. / Co-founder**

JUNE 2023 - PRESENT, BOSTON, MA

*Soundsteer is an AI-powered digital/social media marketing & management platform providing independent musicians with the tools they need to help grow their careers. This project is in the open beta stage.*

Developed web app with React, Redux, D3, Express & Google Cloud middleware, and Supabase back-end.

Developed landing page with TypeScript, Next.js, Motion, Tailwind.css, & Klaviyo email integrations.

Led development of all branding & marketing materials; including email campaigns in Klaviyo, social media content, & logo design.

### **Wayfair / Operations Analyst**

AUGUST 2022 - JULY 2023, BOSTON, MA

*Member of Customer Interactions team improving customer journey across B2B unit.*

Influenced development of new KPIs for sales agent web activity to optimize customer spend.

Took initiative to automate customer contact QA programs by automating data consolidation and reporting across thousands of interactions.

Drove "clean-up" of Salesforce.com (over 27,000 reports, 500 folders), reducing reports by ~85%.

Created a centralized reporting repository for Sales team.

Provided support for Salesforce.com queue across all sales programs; resolved issues, triaged tickets between engineering and other teams.

### **Natixis Investment Managers / Digital Marketing Co-op**

JAN 2021 - JULY 2021, BOSTON, MA

*Natixis IM is a leading global asset manager.*

Managed scheduling of social media content; automated a previously manual process to retrieve the weekly posts and apply google analytics tags.

Updated and maintained the website, such as posting articles, developing site templates for products, and implementing organizational changes.

Posted and updated monthly and quarterly holdings documents, ensuring compliance with all federal and state regulations. Assisted in automating the process for updating all legal documents for the funds.

### **New York Brand Studio, Inc. / Design Intern**

JUNE 2019 - AUGUST 2019, TORONTO, CAN

*New York Brand Studio is a premiere global private label fashion design house.*

Managed communications with 50+ vendors to coordinate ordering and storage of over 600 advertising samples for quarterly photoshoot.

Updated the internal production tracker for Q1, including adding data analysis ability and improving usability.

Managed the shipping and storage of production and advertising samples, as well as updating and automating the shipping process.

Compiled a report of over 190 failed offshore inspections and provided key analysis showing the issues and potential resolutions.

## **Skills**

---

Campaign management / Analytics / Collaboration / Content management / Photo & video editing / Digital marketing / Product development / GTM strategy

### **programming & tools**

ChatGPT / SQL / HTML / CSS / JavaScript / ReactJS / Redux / Bootstrap / D3.js / Google Suite / Excel (advanced) / Microsoft Office Suite / JIRA / Asana / Visier / Salesforce.com / Joomla / Sprout Social / Looker/Looker Studio / Google BigQuery / Google Analytics / Google Apps Script / Resend / Adobe Creative Suite / Figma / Canva / FL Studio

## **Education**

---

**Northeastern University** / Bachelor of Science, Business Administration & Design - Concentration in Marketing  
SEPTEMBER 2018 - MAY 2022, BOSTON, MA

Dean's List; Head of Branding & Apparel at Alpha Kappa Sigma