

# Caleb Carey

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## EDUCATION

### Northeastern University, D'Amore McKim School of Business

Boston, MA

*Candidate for Bachelor of Science in Business Administration and Computer Science*

May 2025

Concentration: **Marketing**

GPA: 3.6

*Relevant Coursework:* Marketing Research, Marketing Management, Algorithms and Data

### John Cabot University

Rome, IT

*NU.in Study Abroad Program*

December 2021

*Coursework:* Business Calculus, Microeconomics

## RELEVANT PROJECTS

### Lexi Nails & Beauty Brand Development

Marketing Research

*Identify and resolve a management decision problem facing a small business through market research*

- Consulted with a client and conducted exploratory research through in-depth interviews to gather insights regarding her brand image and incentive program
- Designed and distributed a survey on Qualtrics to conduct descriptive research and identify solutions
- Analyzed findings using SPSS and presented our recommendations to the client

### Seva Marketing Plan

Marketing Development

*Develop a comprehensive marketing plan for the launch of a start-up's new product*

- Collaborated with a team to conduct industry and macro-environment analysis relevant to the product
- Composed a complete marketing strategy, including marketing mix, objectives, target markets, positioning strategy, and budget, and presented our suggestions to the company's founder

## WORK EXPERIENCE

### Target Store

Manhattan Beach, CA

*Front of Store Attendant*

June – August 2022

- Monitored the storefront's appearance and greeted customers as they entered to help as needed
- Organized supplies for the store, regulated returned inventory, and contacted an outsourced warehouse when the store's inventory of supplies ran low
- Retrieved hundreds of shopping carts from the parking lot to provide daily customers and backups
- Efficiently operated a fast-paced checkout environment while carefully maintaining customer satisfaction and remaining vigilant for potential scams

### Down Dog Lodge

El Segundo, CA

*Kennel Attendant*

June – August 2021

- Supervised 60+ dogs at a local dog day-care during overnight and early-hour shifts
- Interacted with owners to inform them about their dog's day and any other necessary information
- Collaborated with a team to complete daily tasks like cleaning, feeding, bathing, and pickups

## VOLUNTEER EXPERIENCE

### South End Food Lockers

Boston, MA

*Fridge Champ Volunteer*

January – May 2022

- A non-profit combatting the increasing number of Bostonians experiencing food insecurities by providing access to community fridges
- Made weekly trips to a community fridge to deliver donations and refurbish the contributions left by others
- Prepared a quick canned food drive with a group to expand the fridge's offerings by about 50 cans

## SKILLS & INTERESTS

**Computer Programs:** Proficient in MS Excel (XLOOKUP, PivotTable), MS PowerPoint & Google Workspace; Familiar with Qualtrics, SPSS, & Adobe Photoshop

**Coding experience:** Java (intermediate) & Python (beginner); Familiar with R

**Interests:** TV & Movies, Traveling, Technology Trends, Photography