

Charlotte Thunen

Mercer Island, WA | charlottethunen@gmail.com | (206)-245-5150 | <https://www.linkedin.com/in/charlotte-thunen>

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Candidate for Bachelor of Science in Business Administration and Data Science

May 2026

Concentration: **Brand Management**

Activities: Sigma Kappa Sorority, Women's Interdisciplinary Society of Entrepreneurship, Northeastern University Marketing Association

Relevant Courses: Marketing Research, Business Statistics, Database Design, Supply Chain Management

Mercer Island High School

Mercer Island, WA

High School Diploma

June 2022

Awards and Activities: Girl Scout Bronze and Silver awards, Tri-M Music Honors Society, Marching Band Section Leader, Band Student Association Social Media Manager, Key Club Animal Rights Club

PROFESSIONAL EXPERIENCE

MFS Investment Management

Boston, MA

Marketing Project Management Co-op

January 2024-June 2024

- Managed a volume of 20-30 marketing projects on Adobe Workfront for the worldwide business channels
- Management responsibilities included overseeing project intake, conducting kickoffs and work assessments, initiating work with teams, providing status updates and conducting debrief meetings
- Authored process documents for social media projects and corporate citizenship ads that were implemented to improve efficiency and train future members of the project management team and social media team
- Supported other members of the project management team by assisting with project conversions, running reports, and working with compliance for marketing material approval

Relish – Relish is a B2B SaaS company within the e-commerce food industry

Mercer Island, WA

Summer Marketing Intern

May 2023-August 2023

- Prepared an in-depth competitive analysis comparing Relish's nutrition information, meal prep and recipe features to those of industry leaders, and presented it to 5 members of the executive board
- Curated a list of recommendations to help reach more 18 -25-year-olds through increased use of organic social marketing and student affiliate programs
- Managed company's organic social presence on Instagram, Facebook, Pinterest, Threads, and Twitter and create a channel guideline document for future use

Proxi Co – Proxi offers a SaaS solution for custom map making

Seattle, WA

Summer Marketing Intern

May 2023-August 2023

- Researched social media channel best practices and produced an organic social content calendar for the month of July and designed 40+ graphics in Canva to be posted on Instagram, Facebook, Pinterest, and Twitter
- Explored email marketing channels through HubSpot one-on-one with the Marketing Director, and created 3 new email marketing campaigns for nurturing, re-engagement, and subscription renewal
- Maintained by-need webpages and implemented SEO optimization strategies to promote recent product updates and increase web traffic

LEADERSHIP AND EXPERIENCE

Sigma Kappa, Northeastern University - *President*

November 2024-Present

- Lead and manage a chapter of 200+ members, fostering a positive and inclusive environment to promote personal and academic growth
- Represent the chapter at Regional and National conferences, building relationships with advisors and other leaders

Hall Council, Northeastern University - *Hall Council Secretary*

September 2022-April 2024

- Document minutes for weekly meetings, managed communications to over 800 residents about upcoming events
- Plan community and philanthropy events, efficiently allocating semester budget of over \$2000

SKILLS AND INTERESTS

Computer Skills: Proficient in Python, R, SQL, MS Word, PowerPoint, Excel; Canva, Adobe Workfront

Languages: Native English, Intermediate Spanish

Interests: Social Media Marketing, Hiking, Reading Historical Fiction, Fashion, Specialty Coffee