

Charlotte Thunen

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EDUCATION

Northeastern University , Boston, MA <i>Candidate for Bachelor of Science in Business Administration and Data Science</i> Concentration: Brand Management	Sept 2022-April 2026 GPA: 3.5
Activities: Sigma Kappa Sorority, Women's Interdisciplinary Society of Entrepreneurship, NU Marketing Association Relevant Courses: Machine Learning, Creating Value with Data and AI, Marketing Research, Brand Management, Advertising and Brand Promotion, Foundations of Cyber Security, Data Information Presentation and Visualization	

PROFESSIONAL EXPERIENCE

Legata – Legata is SaaS company within the LegalTech industry <i>Marketing and Sales Intern</i>	<i>Boston, MA</i> <i>May 2025-Present</i>
<ul style="list-style-type: none">• Researched competitor positioning and best practices in the industry, with a focus on building digital trust• Developed a messaging strategy for website content by highlighting consumer trust and data security• Identify influencers by content and brand fit for sales ambassadorship program, manage accounts and contacts on salesforce, develop and maintain relationships with potential ambassadors	
MFS Investment Management <i>Project Management Co-op - Marketing</i>	<i>Boston, MA</i> <i>January 2024-June 2024</i>
<ul style="list-style-type: none">• 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 the project management team by assisting with project conversions, working with compliance for material approval, and creating Workfront reports to analyze project workflows	
Relish – Relish is a B2B SaaS company within the e-commerce food industry <i>Marketing Intern</i>	<i>Merger Island, WA</i> <i>May 2023-August 2023</i>
<ul style="list-style-type: none">• 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 <i>Marketing Intern</i>	<i>Seattle, WA</i> <i>May 2023-August 2023</i>
<ul style="list-style-type: none">• 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 increase web traffic	

LEADERSHIP AND EXPERIENCE

Sigma Kappa, Northeastern University - President	<i>November 2024-December 2025</i>
<ul style="list-style-type: none">• Lead a chapter of 200+ members, fostering an environment to promote personal and academic growth• Oversee a governing board of 8 vice presidents and ensure chapter operations are running smoothly and in accordance with chapter, university and national standards• Represent the chapter at Regional and National conferences, building relationships with advisors and other leaders	
Women in Business, Northeastern University – Peer Mentor	<i>September 2024-Present</i>
<ul style="list-style-type: none">• Selected to be a peer mentor for underclassmen to empower women and offer advice on concentration selection, course work, and the internship/co-op application process	

SKILLS AND INTERESTS

Computer Skills: Proficient in Python, R, SQL, MS Excel, Word, PowerPoint, Canva, Adobe Workfront, Salesforce, Data Analysis, Data Visualization

Languages: Native English, Intermediate Spanish

Interests: Distance running, hiking in the Pacific Northwest, historical fiction, specialty coffee, sewing and embroidery