

Charlotte Thunen

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EDUCATION

Northeastern University, Boston, MA

Sept 2022-April 2026

Candidate for Bachelor of Science in Business Administration and Data Science

GPA: 3.5

Concentration: **Brand Management**

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

Relevant Courses: Machine Learning, Creating Value with Data and AI Technologies, Marketing Research, Brand Management, Foundations of Cyber Security, Data Visualization

PROFESSIONAL EXPERIENCE

Legata – Legata is SaaS company within estate planning industry

Mercer Island, WA

Marketing Intern

May 2025-Present

- Researched competitor positioning and best practices in the industry, with a focus on building digital trust
- Contributed to website content and messaging strategy by highlighting consumer trust and data security
- Launched company social media accounts to expand brand presence and audience engagement

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 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
- Oversee a leadership team 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*

September 2024-Present

- 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 Word, PowerPoint, Excel; Canva, Adobe Workfront

Languages: Native English, Intermediate Spanish

Interests: Long-distance running, hiking, historical fiction novels, specialty coffee, fashion branding and design