

**DARYA A. BUSHMAKIN, MBA** (March, 2012), **BA**

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1495 Bodwell Rd. #23, Manchester NH 03109

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*Marketing, Administrative Management, Event Planning, Training*

8 years of experience working for businesses and academic institutions

**EXPERIENCE:**

- Mar., 2009 – Present     **CONSULTING**, Online and Field Marketing, Sales  
*Small to large businesses (marketing agencies, authors, alcohol, food, health & beauty, real estate, technology), selected list: Big Orange, Carpatina, City of Keene, NH, Dandy Lyons, David's Cookies, Edible Arrangements, diggings & ROSE, Friendly's, KGS Bikes, Roxul Insulation*
- Marketing planning and execution, editorial support (reviewing websites and e-mail campaigns and making recommendations), report preparation
  - Communicating with stakeholders in stores and online, gathering feedback
  - Growing clients' presence online up to 3000+ followers on Twitter
  - 300+ customer interactions / day with product samplings, assisting with product launches, holiday promotions, merchandising, food prep, flower arrangement
  - In-store promotion of a product line at 7 stores in NH for 3 months
  - Lead generation, operating a ledger, contract administration
- Mar., 2009 – Jan., 2011     **MARKETING SPECIALIST**, Tarsus Group PLC, Peterborough, NH  
*International media company (exhibitions, conferences, publications, online media)*
- Administering 20,000+ tradeshow database for venues & vendors
  - Assisting with 100,000+ tradeshow e-newsletter subscribers list
  - Executing client advertising campaigns (online banner ads), client relations
  - Preparing monthly Excel feeds, managing social media
- Aug., 2005 – May, 2009     **STUDENT EMPLOYEE**, Keene State College, Keene, NH  
*Selected list: Coordinator (Active Minds, KSC Reads), Multicultural Office, Switchboard, Tutor*
- Recruiting and managing 30 student volunteers and employees working in local children's programs, processing timesheets, preparing training materials, organizing events such as KSC Reads Day for 300 children from 3 schools
  - Managing a budget of \$20,000 and planning multicultural programs
  - Creating publicity for programming
  - Operating a switchboard (4,000+ students and faculty)
- Jun., 2003 – Aug., 2009     **TEACHING**, Various settings (camps, private and public schools)  
*Selected list: Nature's Classroom, Northfield Mount Hermon, Naismith Basketball Hall of Fame*
- Writing curriculum, teaching groups of up to 30 students (8-18), leading classes

**EDUCATION:**

- Mar., 2010 – Mar., 2012     **MBA, MARKETING**, Southern New Hampshire University, Manchester, NH  
*#12, 50 World's Most Innovative Companies in the World, Fast Company (2012)*
- National Delta Xi Phi Board, National Multicultural Greek Council
- Aug., 2005 – May, 2009     **BA, EDUCATIONAL STUDIES, ECONOMICS**, Keene State College, Keene, NH
- Who's Who, Outstanding Woman of NH, student leader, volunteering

**COMPETENCIES:** Content Management & Analysis, Editorial Support, Database Administration, Field Promotions, Merchandising, Recruiting, Event Planning, Training, Russian speaker

**TECHNICAL SKILLS:** Social Media, e-newsletters, Hubspot, Wordpress, Microsoft Office, 45wpm