

Drew English

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EDUCATION

Fordham University, Gabelli School of Business, Lincoln Center

New York, NY

Bachelor of Science in Global Business, Global Marketing with Consumer Insights

Expected May 2023

- **GPA:** 3.8 / 4.0
- **Honors:** Dean's List, Fordham Loyola Scholarship
- **Relevant Coursework:** Marketing Principles, Strategy, Marketing Research, Digital Marketing, Principles of Management, Business Communication, Consumer Behavior, Digital Production for New Media

EXPERIENCE

Emily René & Co.

New York, NY

Digital Marketing Intern

March 2023 – Present

- Develop and execute social media strategies tailored to each client's unique needs and goals by leveraging tools such as social media scheduling, content planning, and audience engagement analysis
- Create engaging and visually appealing social media posts to drive engagement and build brand awareness for clients

Cloud Studio - Marketing Agency Consulting Competition

New York, NY

Winner/6 Teams

Jan. 2023 – April 2023

- Worked on a team to conduct comprehensive market research by creating and distributing two 20-question *Google Forms* surveys to gather consumer insights from over 100 participants, analyzed data to determine a strategic recommendation for *Cloud Studio* aimed at bolstering brand awareness and attracting new clients
- Developed a campaign focused on SEO and *LinkedIn* and *Instagram* ad tools, created compelling photo and video advertisements using *Canva*, compiled research, recommendations, and visuals in a 30-page report
- Presented our recommendation to *Cloud Studio's* CEO in a 45-page *Canva* presentation and achieved first place

Peer Health Exchange

New York, NY

Health Facilitator Fellow

Jan. 2022 – June 2022

- Facilitated a weekly skills-based health curriculum for 17 classes at six different New York City public middle and high schools, reaching more than 450 students in order to provide instruction on mental health, sexual health, and the risks of drug use and underage drinking for a non-profit committed to advancing health equity and creating healthier communities for young people

Glossier - Sustainability Product Development Project

New York, NY

Marketing Team

August 2021 – Dec. 2021

- Collaborated with a team to develop a strategic marketing business plan to support the launch of a new line of products featuring recyclable packaging and environmentally clean formulas as a means of targeting consumer demand for sustainable beauty products as part of a semester-long project
- Created digital product mock-ups for seven new products, produced an advertising campaign featuring social media posts and traditional marketing using *Superimpose*, and presented a business plan in a 22-page *PowerPoint* presentation

Gabelli Consulting Cup

New York, NY

Semi-finalist/25 Teams

August 2020 – Dec. 2020

- Completed comprehensive financial, operational, and marketing benchmarking and competitive analysis in order to identify business challenges facing *Lowe's* as part of a semester-long consulting project
- Developed a comprehensive solution to drive engagement with Gen Z and millennial consumers, including a community outreach program to engage school-aged children, a social media campaign promoting DIY kits, and the launch of a farmer's market tie-in
- Summarized findings and pitched the idea to a panel of experts using a 35-page *PowerPoint* presentation

LANGUAGES, SKILLS, AND INTERESTS

Skills: PowerPoint, Excel, Word, Access, Google Suite, Photoshop, Premiere Pro, Google Analytics, Salesforce, Canva

Interests: Art Museums, Photography, Travel, Concerts