

## THOMAS C. MCKENNA

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### Testing

**ACT: 34.25** (English 35, Math 33, Reading 36, Science 33)

**SAT: 2190** (Reading 720, Math 680, Writing 790)

**AP: 5** (both US History and English Language and Composition), **4** (both AP English Literature and European History)

**GPA:** (Babson College, as of Spring 2018): 2.69

### Achievements / Activities

#### **Babson Political Association**

**2017-18**

- Staff member in charge of outreach to outside organizations

#### **GLSB (College Social Media Management Agency, "Giving Life to Small Businesses")**

**2017-18**

- Social Media Management / Marketing Associate: Wrote internal documents, pitched business idea for funding, and managed social media for clients in Wellesley and Boston, MA (FME project, grade B+)

### Masters School, Dobby Ferry, NY

#### **Panache (School Literary Magazine)**

**2013-17**

- Helped select theme and content; wrote and published short stories

#### **Tower (School Newspaper)**

**2014-17**

- Staff member and senior writer / blogger / fact checker / photographer
- Wrote blog posts every other week, plus various editorials, news articles and event photography

#### **MISH Community Service**

**2013-16**

- Tutored and entertained first and second generation immigrant children, and volunteered for care of elderly center patients

#### **Model UN, Gay/Straight Alliance and Theatre Tech**

**2014-17**

**Computer and Marketing Skills** (programming self-taught plus instruction at Flatiron Academy in New York and USC summer school)

- Used Nitrous.io for collaborative programming and programming lessons; used Github to access programs, code and lessons
- Built scale model building on Masters campus with HPL2 editor modeling software
- Created programs, webpages and models with HTML, CSS, Javascript, Query, Ruby, and Python
- Built 3D models in Maya and Blender
- Proficiency in Excel, Google Sheets, Powerpoint, Google Slides, Google Drive, Adobe Indesign, and Photoshop
- **Game design summer program at Univ. of Southern California**
- **Interned at Sisu Media, Los Angeles, CA (web development and brand marketing) and Lanchid Media, New York, NY (Chinese social media, marketing and gaming)**
  - Sisu clients included: Hallmark, Sony, Amex, Starz, Western Union, FX
  - Conducted market research concerning data visualization and screen projection / streaming, competitor websites and social media presence
  - Built webpages for Toys'R'Us and Western Union
  - Researched data visualization software
- Adept in researching and collecting social media and contact information data, and interacting with clients domestically and internationally, including, New York California, China and Asia

### Internships and Outside Courses

**Intern, Lanchid Media LLC, New York, NY**

**Summer 2017**

**Student, Columbia Summer Program** (business course), New York, NY

**Summer 2017**

**Intern, Sisu Media, Los Angeles, CA**

**Summer 2016**

**Student, Flatiron Academy, New York, NY**

**Summer 2015**