**Thomas S. Greve**

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Business and data analytics student seeking an entry-level position within the pharmaceutical industry where I can use my digital marketing, data analytics, operations management, project management, and customer service experience gained through various professional and academic experiences to improve the health and livelihood of others.

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**Education:**

**DeSales University** *Expected Graduation: May 2023*

*Dual Major*: B.A. in Management and B.S. in Marketing, minor in Data Analytics Cumulative GPA: 3.98, Major GPA: 4.0

*Honors*: Academic Excellence, Dean’s List, Mid-Atlantic Conference (MAC) Honor Roll, Dorney Park Legacy of Leadership Scholar

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**Professional Experience:**

**Admissions Social Media Marketing Intern, *DeSales University***

Center Valley, PA  *August 2021 - Present*

● Developing annual marketing plans and implementing digital marketing strategies to assist admissions counselors with the recruitment of prospective students to the university.

● Attending school-wide social media council sessions, recruiting events, and departmental meetings to develop content for social media accounts and to execute marketing strategies.

● Utilizing design software, such as Canva and Publisher, to create picture and video posts for multiple accounts across several social media platforms, including Instagram, Snapchat, and TikTok.

**Global Clinical Trial Operations (GCTO) Meeting Management Intern, *Merck & Co.***

Rahway, NJ (Hybrid) *May 2022 – August 2022*

● Working cross functionally and collaboratively with GCTO Meeting Managers to facilitate the execution and management of Investigator Meetings (IMs) for clinical trials, and Merck personnel departmental meetings.

● Responsible for data entry, tracking, and validating meeting data, including meeting deviations or exceptions, and compiling post-meeting survey results to review trends and improvement opportunities.

● *Independent poster project*: Revised Face-to-Face Investigator Meeting Budget Calculator

● *Headquarter Operations group project*: GCTO Intern Experience Video

**Operations Management Intern, *Dorney Park & Wildwater Kingdom***

Allentown, PA *March 2021-August 2021*

● Led teams of 10-25 associates as a floating manager within various functions of the Admissions Department.

● Sold, processed, and verified admission tickets and season passes while resolving guest issues at the front gate.

● Managed a team of guest services representatives, specializing in problem-solving and conflict resolution.

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**Skills:**

● Experience using Adobe Creative Cloud (Premiere, Photoshop, InDesign. & Illustrator), Microsoft Office Suite (Excel, Word, PowerPoint, & Publisher) and Canva design programs

● Experience in Data Analysis software (Minitab, Tableau, SPSS, SAS Enterprise Miner)

● Marketing planning and research projects: *Special Olympics* (Fall 2021) & *Girls on the Run* (Spring 2022)

● Grant research and writing project: *Mercy School for Special Learning* (Spring 2022)

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**Other Work Experience:**

● Sodexo Dining Services Banquet Server *January 2022 - Present*

● Peer Tutor in Writing at DeSales University *February 2021 - Present*

● MBA Social Media Student Assistant *September 2020 - February 2022*

**●** Landis Supermarket Cashier and Stocker *June 2018 – January 2022*

● Trexler Library Circulation Assistant Work-Study *October 2019 – September 2020*

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**Co-Curricular Activities:**  *2019 - Present*

● DeSales Varsity Cross Country, Winter Track & Field, and Spring Track & Field

● Delta Mu Delta International Honor Society in Business: Kappa Xi Chapter

● Local Program Host and Special Olympics Long Distance Running Event Coordinator

**●** Faith and Reason Honors Program member