

Justin Kamerling

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Education

The Wharton School, University of Pennsylvania, Philadelphia, PA May 2017
Candidate for Bachelor of Science in Economics, Concentrations in Management and Marketing, Minor in Psychology
GPA: 3.66/4.00 | Dean's List (2014-2015) | Psi Chi Psychology Honor Society

The UCD Quinn School of Business, Study Abroad, Dublin, Ireland August – December 2015

Haddonfield Memorial High School, Haddonfield, NJ June 2013
GPA: 4.00/4.00 | Top 2% of Class | SAT: Math 800, Critical Reading 780, Writing 780
Honors and Activities: Class Treasurer Junior and Senior Year, National Merit Scholar Finalist, Varsity Soccer

Work Experience

Giorgio Armani Fragrance Marketing Intern, L'Oreal USA, New York, NY Summer 2016

- Developed and presented strategic marketing plan to senior management to improve Armani fragrance performance with key demographic group both online and in-store
- Conducted Armani brand audit through stakeholder interviews and data analysis to identify strengths and opportunities for growth
- Supported management by conducting targeted demographic and market research to expose consumption patterns and points of leverageable differentiation
- Collaborated with LUXE team on day-to-day operational marketing duties

Marketing Specialist, Hangify, Philadelphia, PA February 2015 – May 2016

- Designed and implemented marketing strategies for initial launch and additional expansion efforts
- Introduced app to Temple and Drexel and coached new marketing teams through launch and growth
- Provided ideas for application features that were later incorporated into design and functionality
- Helped to grow Hangify from relaunch to 4,500+ active users

Marketing Analyst, IT Pros, Philadelphia, PA Summer 2015

- Created and ran targeted marketing campaign resulting in over \$100,000 of potential revenue
- Conducted extensive market analysis and research to identify and reach potential clientele
- Managed digital presence including company website, SEO, and social media accounts

Community Health and Education Program Intern, Susan G. Komen Philadelphia, Philadelphia, PA Summer 2014

- Conducted logistical work for preparation and conclusion of large-scale breast cancer awareness events
- Researched and organized information necessary for education and fundraising success

Marketing Intern, Focus Pointe Global, Philadelphia, PA Summer 2014

- Discovered and pursued inexpensive and efficient opportunities to market and increase brand awareness
- Reviewed social media presence and suggested potential improvements that were later implemented

Leadership Experience

Executive Board Member, PennPals Fall 2013 - Present

- Work with group which pairs inner-city youth with Penn mentors and runs fun and educational events
- Served as Secretary, Fundraising Chair, and Marketing/Communications Chair

Philanthropy Chair, Kappa Sigma Spring 2014 - Present

- Organized multiple events per year that resulted in thousands of dollars in donations for charity
- Motivated and tracked volunteer service hours for entire fraternity

Study Abroad Advisory Board Member, Wharton School Spring 2016 – Present

- Advised school on increasing enrollment and satisfaction for study abroad programs
- Adjusted programming due to changes in timing from switch in campus recruitment cycle

Skills

- **Languages:** Proficient in Spanish
- **Computer Skills:** Proficient in Microsoft Word, PowerPoint, and Excel