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MARIE YATSYK

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EDUCATION

Northeastern University, D'Amore-McKim School of Business

Boston, MA

Candidate for Bachelor of Science Degree in Business Administration and Interactive Media

May 2018

Concentration: Marketing

GPA: 3.97

Awards and Activities: Dean's List (2015), University Honors Program, New World Scholars Program,
NU Marketing Association Advertising and Web Design Chair

Centre d'Études Franco-Américain de Management

Lyon, France

Summer Semester Study Abroad

June 2015

Coursework: Introduction to Marketing, Managerial Accounting

EXPERIENCE

Northeastern University Marketing Association (NUMA)

Boston, MA

Advertising and Web Design Chair

January 2016 – Present

- Create promotional materials for all upcoming events: flyers, social media graphics, t-shirts, as well as NUMA's Chapter Plan and Annual Report for the American Marketing Association (AMA).
- Design and regularly update NUMA's WordPress website to support the chapter's online presence.
- Designed logo for NUMA as part of the chapter's rebranding efforts.

Boston Globe Media

Boston, MA

Digital Analytics Co-op

January 2016 – June 2016

- Performed qualitative and quantitative web analysis for BGM sites including BostonGlobe.com and Boston.com to help inform strategy for reader engagement, and subscriber acquisition and retention.
- Created and updated recurring and ad-hoc reports, audience profiles, and performance dashboards.
- Explained shifts in user behavior and communicated insights to non-analytic stakeholders and decision-makers on Product, Editorial, Sales, and Senior Executive teams.
- Utilized Excel and advanced analytics and data visualization tools including: comScore, Adobe SiteCatalyst, Adobe Ad Hoc Analysis, comScore, and Sweetspot Intelligence.

Abraham Global Marketing

East Orange, NJ

Email and Content Marketing Manager

January 2016 – Present

Client Account Manager

September 2015 – December 2015

Marketing and Social Media Intern

June 2015 – August 2015

- Author AGM's monthly email newsletter, maintaining an open rate consistently above industry average.
- Author monthly long-form LinkedIn Pulse posts in collaboration with the company principal.
- Managed three client accounts and generated lead pipelines worth over \$100,000 in revenue for each.
- Authored and automated content across company's LinkedIn, Twitter, and Google+ social channels, and increased Twitter following by 47%.

SKILLS & INTERESTS

Computer Skills: Adobe Analytics: Ad Hoc Analysis, SiteCatalyst; Microsoft Office: Word, Powerpoint, Excel (V-lookups, Pivot Tables), Adobe Creative Suite: Photoshop, Illustrator, InDesign; MailChimp; HTML5/CSS; Javascript

Languages: Fluent in Russian, conversational French

Interests: Art, design, traveling, reading, creative coding, parkour