

Maggie Long

Rochester, NY | (617) 650 0664 | Maggielong26@gmail.com | <https://people.rit.edu/mcl7659/Portfolio/>

Adaptable professional with experience in research, design, marketing and digital accessibility. Eager to contribute with enthusiasm, a quick learning mindset, and a commitment to quality work.

EXPERIENCE

01/2025 - 05/2025

PLAY Lab NTID/RIT - Research Assistant | Rochester, NY

Communicated in ASL and English to support an accessible research environment. Assisted with child development research for the Gears Study. Facilitated 10+ participant sessions and collected study data. Prepared study materials and ensured protocol accuracy. Recruited participants through tabling and outreach.

05/2021 - 08/2023

RIT Venture Creations Incubator - Communications and Design Intern | Rochester, NY

Led digital marketing initiatives to improve engagement and user interaction. Created marketing materials, web content, and social media plans. Managed targeted campaigns and supported 15+ startups with marketing strategies and any other needs.

02/2021 - 05/2021

Rochester Institute of Technology - Research Assistant | Rochester, NY

Collected and organized research data from over 100 + historical census documents focused on the Rochester area. Supported development of new curriculum content for data science courses. Conducted data analysis and created visualizations to support course materials.

EDUCATION

Expected in 05/2026 | Rochester Institute of Technology | Rochester, NY

Master of Science: Professional Study | Concentrations: Digital Accessibility, Management, Design, Marketing

05/2024 | Rochester Institute of Technology | Rochester, NY

Bachelor of Science: Humanities, Computing, And Design | Minor: Marketing

Member of Alpha Xi Delta; contributed in small leadership and support roles, assisting with events and member coordination.

PROJECT

Capstone Project: Grad Job Search Engine (Prototype), Developer/Researcher, 09/2023-05/2024

Developed a job search platform prototype using a fine-tuned BERT model. Parsed and understood job descriptions beyond keyword matching. Demonstrated at RIT Imagine, showcasing potential applications to improve job search efficiency.

SKILLS

Research assistance, data collection & analysis | User research, usability testing & participant coordination | Study protocol development & documentation | Project & cross-functional team collaboration | Professional communication & Documentation | UX/UI design (Figma, Adobe Creative Suite) | Microsoft Office proficiency | Quick learner & problem-solving