

MariCarmen Mosso

Boston, MA | 973-647-2554 | maricarmenmosso@gmail.com | [LinkedIn](#) | [Portfolio](#)

Education: Northeastern University – Boston, MA

- **M.S. in Media Innovation & Data Communications**, GPA 4.0, Expected Dec 2025
 - **B.A. in Communication & Media Studies, Minor in Marketing**, Magna Cum Laude, GPA 3.78, May 2024
 - Dean's List, 2020–2025
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Experience

Freelance Data Visualization Designer – GBH | August 2025

- Commissioned to create an interactive U.S. map for GBH *The World* illustrating the economic and job losses tied to reduced international student enrollment, translating complex policy data into accessible public storytelling.
- Rebuilt state-level data from NAFSA into a clear, audience-friendly visualization, enhancing coverage of the potential \$7B national economic impact.
- Designed and developed the project using HTML, CSS, and JavaScript to ensure functionality and visual clarity across platforms.

Hoka – Sales Lead, Founding Team (New England Store) | Jul 2024 – Present

- Helped spearhead the launch of Hoka's first New England location, overseeing merchandising, customer experience, and operations.
- Consistently exceed sales goals through advanced product knowledge and tailored service.
- Mentor and train associates on brand strategy and sales execution, recognized for leadership potential and team building.

Northeastern Media Center – Media Hub Manager | Feb 2024 – Present

- Train and manage 20+ students in video production, design, and storytelling, improving project turnaround and quality.
- Direct internal communications campaigns reaching 5,000+ students.
- Partner with faculty on multimedia projects supporting university branding and messaging.

Marsh McLennan – Internal Communications Intern | Jan 2023 – Jun 2023

- Designed communications for 85,000+ employees across newsletters, intranet, and Slack.
 - Supported executive and leadership messaging aligned with DEI and talent initiatives.
 - Coordinated logistics and comms for leadership town halls with 2,000+ participants.
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Relevant Skills:

Communications & Leadership: Internal and executive communications, Employee engagement & content strategy, Customer engagement & retail leadership, Cross-functional collaboration & training.

Media & Design: Adobe Creative Suite (Premiere, Photoshop, InDesign), Canva, SharePoint, MS Office Suite (Word, Excel, PowerPoint, Teams).

Data & Digital Tools: Data storytelling and visualization, R for analysis and dashboards, HTML/CSS for websites and interactive media.

Languages: Spanish (Fluent), French (Intermediate)