

# MariCarmen Mosso

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

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## Education: Northeastern University – Boston, MA

- **M.S. in Media Innovation & Data Communications**, GPA 4.0, Dec 2025
  - **B.A. in Communication & Media Studies, Minor in Marketing**, Magna Cum Laude, May 2024
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## Experience

### Assistant Editor - Storybench | Aug 2025–Present

- Edit and produce stories focused on innovation in journalism, digital media, and data visualization.
- Collaborate with contributors to refine structure, tone, and editorial quality.
- Assist with content planning, publishing, and social promotion to expand StoryBench's reach and readership.

### 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/.

### College of Arts, Media and Design (CAMD) – Graduate Assistant | May–Jul 2025

- Content Strategist redesigning Northeastern University's College of Arts, Media and Design graduate programs website.
- Crafted compelling program descriptions, student journey narratives, and accessible content that effectively communicated CAMD's unique creative approach and academic opportunities to prospective students.

### 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:

**Data & Digital:** R, HTML, CSS, JavaScript, Datawrapper, Google Analytics, Tableau

**Creative Tools:** Adobe Creative Suite (Premiere, Photoshop, InDesign), Canva, Figma, Microsoft Office

**Languages:** Spanish (Fluent), French (Intermediate)