

MELISSA CLAUSS

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EDUCATION

Bentley University, Waltham, MA

Candidate for Bachelor of Science, Marketing, May 2016

Overall GPA: 3.51; Minor: Information Design and Corporate Communications, Global Perspectives

Academic Honors: Trustee Scholar, Honors Program, and Northeast-10 Commissioner's Honor Roll

Vienna University of Economics and Business, Vienna Austria

Study Abroad Program, Spring 2014

Coursework: Global Consumer Behavior, Global Branding, Cross Cultural Communications Management

(Application to Marketing), Cross Cultural Creativity and New Product Development, Global Integrated

Marketing Systems, and German Business Communication

RELEVANT EXPERIENCE

Social Media Marketing Intern, **The Fragrance Foundation**, New York City, NY July 2013 – August 2013

- Created a social media campaign involving Pinterest, Twitter, Facebook, and Instagram platforms
- Enhanced social media following by more than 500%

Business Development and Marketing Intern, **Market Counsel**, Englewood, NJ May 2013 – August 2013

- Developed email campaign to bring in top financial advisors from 2013 Ranking Listings
- Kept communication with prospective clients and leads

Marketing and Event Planning Intern, **Executive Council of NY**, New York City, NY August 2011 – June 2012

- Planned and provided on-site management for top NYC events including "NYVCA's Ingenuity" and Twitter's Shorty Awards, including registration and on-site crisis prevention
- Kept communication with 15 sponsors per event regarding contracts and requirements
- Maintained spreadsheets of event attendees, contact information, and attendee level and status
- Researched companies and events to include on new sub-venture, *SponsorHub*

Marketing Intern, **WomenCentric**, Pomona, NY July 2010 – July 2011

- Continuously revised and edited WomenCentric business plan in order to seek new investments
- Constructed marketing blats and email newsletters
- Managed database and organized contact information from attended networking events

OTHER WORK EXPERIENCE

Resident Assistant, **Bentley University**, Waltham, MA August 2013 – Current

- Fostered community for 31 freshmen female residents and planned and executed floor programming

Sales Associate / Model, **Hollister Co.**, Paramus, NJ July 2011 – August 2012

- Served as first impression and greeting to incoming customers as well as brand representation
- Organized and maintained showroom and processed store transactions as cashier

Legal Assistant, **Hamburger Law Firm**, Englewood, NJ April 2012 – August 2012

- Prepared and filed legal documents, client contracts, and state business and SEC filings
- Developed and maintained corporate kits for over 20 client firms
- Planned travel and lodging, meetings, venues and refreshments for connection with prospective clients

ACTIVITIES & VOLUNTEER EXPERIENCE

Current: Class Cabinet Elected Member, Fall 2014; NCAA Division II Swimming, Fall 2012 – Current; Service Learning Project Manager, Fall 2013 – Current; Alpha Kappa Psi Professional Fraternity – Pledge Class President Spring 2013, Fundraising Head Fall 2013, VP of Alumni Relations Fall 2014; Office of Academic Services Peer Tutor Fall 2013 – Current; Women's Leadership Floor Mentor Fall 2013 – Current; Study Abroad Peer Advisor Fall 2014 Past: Bentley University Orientation Leader, Summer 2013; Colleges Against Cancer / Relay for Life - Head of Ceremonies Committee Fall 2012 / Spring 2013, Executive Board – Fall 2013

SKILLS & LANGUAGES

Microsoft Office Suites, Photoshop, iMovie, Dreamweaver, SAP Technology, HTML, Basic Java

Languages: Fluent – English; Native Proficiency – German; Elementary Proficiency - French