

Michael J. Chiara
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EDUCATION

Fairfield University

Fairfield, CT

Major: Information Systems

May 2018

Minors: Business Analytics, Creative Writing

Information Systems GPA: 3.80 GPA: 3.53

Course Highlights: Project Management, Data Mining, Business Analytics, Web Design, E-Business Applications, Systems Design, Poetry, Graphic Novels, Advanced Portfolio Workshop, Screenwriting

Columbia University

Sports Industry Essentials Certificate Program

Summer 2018

Course Highlights: Sports Analytics and Big Data, Sports and Digital Media, Sports Events Management

EXPERIENCE

Shutterstock

New York, NY

Performance Marketing Intern

January 2019-Present

- Developed, executed, and managed budgets of digital marketing campaigns for paid media
- Systematized thousands of rows of campaign data from multiple sources for performance reports
- Supported Affiliate Marketing team with data visualization and digital storytelling

SB Nation

Site Manager: TwiceACosmo.com

November 2016- Present

- Responsible for writing and maintaining constant content on site while managing a team of writers
- Used Google Analytics to learn audience trends and increase site sessions by 350%
- Grew site audience by 300% using social media interactions with fans and collaboration with other sites
- Conducted interviews with players and coaches at after match press conference

Synchrony Financial

Kettering, OH

Business Leadership Program: IT Intern

June- August 2017

- Member of the competitive Business Leadership Program which only accepted 1% of applicants
- Performed in Lead Frontend/UX Designer role on an agile web app project using HTML, CSS, and Bootstrap
- Collaborated in Augmented Reality app design and development for company-wide 24 hour Hackathon
- Provided design ideas, marketing, and copywriting skills to cross-functional Medici project

FAIRFIELD UNIVERSITY INVOLVEMENT

Dogwood: A Journal of Poetry and Prose

Fairfield University

Managing Editor

September 2017- May 2018

- Read hundreds of fiction, nonfiction, and poetry submissions for *Dogwood*, Fairfield's literary magazine
- Discussed and judged submissions based on quality and aesthetic fit as a member of the editorial board
- Communicated directly with accepted writers to aid in the proper expression of their creative vision
- Assisted in the production and formatting of the magazine using Adobe InDesign

Redesign of Dogwood Website

Fairfield University

Project Manager

January – May 2018

- Lead and implemented a project for Fairfield University Capstone experience
- Consulted client on design and digital marketing strategies
- Analyzed client requirements using personas, sitemap, flowcharts, wireframes and a competitive review
- Managed all aspects of client meetings including scheduling, crafting agendas, and taking minutes
- Trained client in site maintenance and developed content schedule for the launch of Dogwood's 2018 Issue

ADDITIONAL INFORMATION

Experienced in HTML, CSS, Bootstrap, Photoshop, Excel, SQL, MS Project, RapidMiner, Trello, Adobe Premiere Pro
Certified in Google Analytics and Google AdWords.

Writer for Box to Box Football

Dolan School of Business Professional Development Series Participant

Dolan Partners Program Mentor

Chaminade High School Class of 2014