

Michael J. Slaby

1875 Oliver Ave, San Diego CA 92109
(508) 954 4462 | mikeslaby3@gmail.com
<https://www.linkedin.com/in/mikeslaby3>

Education

Lesley University Class of 2017 | Cambridge, MA

B.S. in Business Management

Specialization in Marketing, Minor in Graphic Design & Communications

- Honors Program, 3.7 Cumulative GPA (Magna Cum Laude)

Business Experience

Senior Account Executive

Jumper Media | San Diego, CA

August 2017 – Present

- Develop and manage a sales pipeline for existing account retention and growth
- Build strong rapport/relationships with key contacts and decision makers
- Analyze the goals of each account to fully understand their current and future needs
- Prepare written presentations and pricing proposals

Digital Marketing Intern

Home Market Foods | Norwood, MA

May 2016 – August 2016

- Designed recipe portion on the back of *Cooked Perfect* meatball packaging
- Conducted extensive research on the current frozen food consumer and industry trends
- Developed creative and copywriting for *Cooked Perfect* Facebook page on a daily basis
- Facilitated *Cooked Perfect* summer promotional sweepstakes (over 60,000 unique entries)
 - Designed social media posts, selected and contacted each weekly winner, and coordinated the shipment of prizes

Finance Intern

Home Market Foods | Norwood, MA

May 2015 – August 2015

- Analyzed company's financial well-being
- Assessed production efficiency, direct labor efficiency, and weekly meat inventory and sales

Leadership Experience

NCAA Division III Baseball (4 years) and Basketball (1 year)

Lesley University | New England Collegiate Conference

Baseball Captain 2016-2017

- NECC All-Conference 2nd Team (2016) & Academic All-Conference (2015, 2016 & 2017)

Undergraduate Peer Tutor

Lesley University | Cambridge, MA

September 2015 – May 2017

- Tutored students to improve writing, critical thinking, and comprehension skills
- Built students' academic self-esteem by strengthening their time management & study skills

Orientation Scholar

Lesley University | Cambridge, MA

December 2014 – December 2015

- Interviewed and selected the 2015 Summer and Fall Orientation staff
- Trained and developed staff to effectively facilitate new student orientation sessions
- Mentored and provided guidance to staff throughout Summer and Fall
- Consistently evaluated staff performance and provided feedback for growth
- Received academic scholarship for successful completion of program

Summer Orientation Leader

Lesley University | Cambridge, MA

June 2014

- Prepared and facilitated all summer orientation sessions
- Interacted with new students and parents
- Referred new students to university and Boston area resources
- Developed first semester schedules for new students

Community Service

Volunteer Big Brother

Big Brothers Big Sisters | Martin Luther King Jr. School, Cambridge, MA

November 2014 – May 2017

- Became a mentor, friend, and role model to my "little brother" Natnael
- Visited Natnael at his elementary school once a week during lunch and recess period

Social Media Volunteer

Operation Breaking Stereotypes | Orono, ME

Spring 2014

- Managed Facebook, Instagram, and Twitter accounts
- Reconstructed company website
- Created and implemented new logo

Technical Skills

- **Business:** Google AdWords, Microsoft Excel, Word, PowerPoint
- **Social Media:** Facebook, Instagram, Twitter, Snapchat, Pinterest
- **Graphic Design:** Adobe InDesign, Photoshop, Illustrator
- **Web Design:** HTML & CSS