

Gina Godine

Whippany, NJ
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Education

Rutgers Business School

Master of Science in Digital Marketing
3.868 GPA, MSDM Merit Scholarship

Newark, NJ

September 2020-August 2022

Rutgers Business School

Bachelor of Science in Finance

Rutgers Association of Marketing and Strategy Member

New Brunswick, NJ

September 2011-May 2015

Professional

Signify North America Corporation

Graduate Intern, Public Sector Marketing

Bridgewater, NJ

January 2022-May 2022

- Led the revamping of the B2G Brighten America campaign landing pages and messaging
- Created digital assets such as case studies, pitch decks, and templates for the Interact sales team
- Built Salesforce dashboards to drive analytics and track the progress of campaigns

Graduate Intern, Direct-to-Consumer Digital Marketing

January 2021-December 2021

- Led projects for the Philips Hue site, LightFinder application, and Signify employee store
- Developed marketing campaign strategies, promotional calendars, and the affiliate marketing program
- Managed ratings and reviews platform, analytics and reporting, and CRM campaigns

PNY Technologies, Inc.

Inside Sales Associate

Parsippany, NJ

September 2019-November 2020

- Oversaw retail/eCommerce operations for accounts such as Walmart, Office Depot, and Staples
- Earned a private label bid for a major retailer in addition to a vendor agreement with Sam's Club
- Managed product line reviews, marketing campaigns, competitor analyses, and pricing strategies

JPMorgan Chase Bank, N.A.

Relationship Banker, Officer

New York, NY

May 2016-September 2019

- Led NY/NJ markets in onboarding investors while working in partnership with advisors
- Assisted with direct payments, wire transfers, direct deposits, bill payments, account transfers
- Addressed customer-related incidents, responded to complaints, adhered to escalation procedures

Academic Projects

UX/UI

Summer 2022

Applied design thinking methodology to build a digital marketing campaign for a wellness initiative at Rutgers University, which included a WordPress website (personas, sitemaps, wireframes, etc.)

Digital Marketing Strategy

Spring 2022

Designed, presented, and launched a digital marketing strategy to a financial services firm, including an improved customer user journey, website landing pages, and social media content

Social Media Marketing

Summer 2021

Proposed a social media strategy to a retail clothing brand including updated content, schedules, and techniques to increase brand awareness, drive channel engagement, and increase conversions

Relevant Coursework

Digital Marketing Law, Policy, & Ethics, Digital Advertising, Market Research, Social Media Marketing, Content Marketing, Customer Journey Analytics, Digital Marketing Strategy, Consumer Behavior, UX & UI

Skills & Certifications

Adverity, BazaarVoice, Commission Junction Affiliate, Content Marketing, Epicor, Google Ads, Google Analytics, Magento, Microsoft Office, Retail Link, Salesforce, Social Media Marketing, TSC Atium, WordPress

Volunteer

Google LLC

Newark, NJ

Captain, Ad Grants Nonprofit Marketing Immersion

May 2022-December 2022

Assisted a nonprofit dance studio with launching ad campaigns to help raise awareness for their cause

American Cancer Society Inc.

Morristown, NJ

Relay for Life Event Leadership Committee, Communications Strategy

September 2016-August 2019

Fundraised for research through social media platforms, word-of-mouth, and sponsorships