

# Rebecca Eve Suarez

## Education

Brandeis University, Waltham, MA.

Expected May 2026

Bachelor of Arts in Business; Bachelor of Arts in Psychology; and Minor in Journalism

GPA: 3.56/4, Dean's List

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## Awards and Honors

### International Virtual Learning Academy (High School)

- Member and Ultimate President of National Honor Society
- Alumni of Congress of Future Medical Leaders
- Alumni of the National Society of High School Scholars
- Alumni of the Society of Torch and Laurel

### Brandeis University and Conference Tennis Awards

- Student-Athlete of the Week (Brandeis University and University Athletic Association [UAA])
  - Candidate for Rookie of the Year (Brandeis University and UAA)
  - 2023 All UAA First-Team #1 Singles
  - 2023 All UAA First-Team #1 Doubles
  - 2024 All UAA Academic Recognition
  - 2024 Academic All-American
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## Work Experience

### Courtside Market LLC

Mar. 2020 - Present

Sales & Marketing Associate

- Identify market and art trends by researching national retail product offerings and fashion and design trends to cater the wants and needs from customers to improve company positioning.
  - Curated images that targeted each retail partner's customers (Kohl's, Macy's, QVC, etc).
  - Communicated with and wrote sales letters to different retailers to sell.
  - Assembled and merchandised various booths at trade shows and communicated with the prospective customers to sell a trending and seasonal product.
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## Marketing Choices

July. 2024 - Oct. 2024

Writing & Editorial Intern

- Write and publish in-depth articles focusing on marketing and advertising strategies, while providing in-depth analysis of key insights, advantages and challenges of each strategic approach.
  - Leverage Search Engine Optimization (SEO) strategies by integrating targeted keywords to boost article visibility and expand consumer reach.
  - Continuously monitor emerging marketing trends and consumer behavior to ensure content relevance and effectiveness.
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## Extracurricular Activities, Community Service and Leadership

Competitive International Tennis Player

- Recruited and received full scholarship to train at the United States Tennis Association (USTA) Player Development.
  - Trained, competed, and excelled at national and international Junior Competitions in the USTA and the International Tennis Federation (ITF), respectively.
  - Recruited by Brandeis University to represent the Brandeis Women's Tennis Team.
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## TAMID Group at Brandeis University

Jan. 2024 - Present

VP of Marketing; Project Manager; Consultant

- Lead the development and execution of marketing strategies to increase TAMID membership at Brandeis University.
- Drove engagement on various social media platforms through promotional initiatives, highlighting TAMID's professional development in consulting, technology, funding and education opportunities.
- Conducted competitive analysis on top players in the artificial intelligence industry to recommend strategies on an ongoing basis to our clients.
- Developed a marketing strategy to evaluate which states and companies are worth entering.