

## **Seth Thomassen**

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I am a graduate of the University of Massachusetts Amherst, Isenberg School of Management where I earned a Bachelor of Business Administration in Marketing with a cumulative 3.4 GPA. I am seeking an opportunity with a company where I can learn and grow to become a member of a successful team in a positive environment.

### **EDUCATION**

#### **Bachelor of Business Administration in Marketing**

University of Massachusetts Amherst, Isenberg School of Management

- Overall GPA 3.4
- Dean's List for academic excellence
- Perfect Attendance

### **PERTINENT COURSEWORK**

Business Policy & Strategy    R for Marketing Analytics  
Machine Learning in Business    Contracts/Business Relationships  
Consumer Behavior    Digital Marketing & Business Problem Solving  
Business Intelligence & Analytics

### **SKILLS & ABILITIES**

- Excel (Solver, dashboards)
- RStudio (data analysis, visualization)
- Data Visualization
- SAP Analytics
- Google Analytics
- Data Normalization
- Business Analytics Certificate

### **EXPERIENCE**

#### **Ski Instructor, Cranmore, NH      12/2023 – 04/2025**

- Taught and coached 30+ students daily, adapting to individual learning styles to maximize engagement and progress
- Built trust quickly with diverse age groups, using clear communication and encouragement to enhance the experience
- Maintained high safety standards while balancing fun and improvement goals for participants

### **PROJECTS**

#### **Supply Chain Optimization Dashboard (Excel + Solver)**

- Built an Excel dashboard with Solver to identify optimal supply chain balancing cost, capacity, and delivery time
- Enabled scenario analysis for decision-making

#### **Social Media Campaign Analysis (R)**

- Analyzed and visualized campaign data to identify key metrics and top-performing content
- Provided recommendations to improve performance and engagement

