

# Anna Skye MacLeod

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## EDUCATION

### Syracuse University, School of Information Studies

Bachelor of Science in Information Management and Technology

Minor in Marketing and Public Communications

Grade Point Average: 3.5

Additional Information: Dean's List, Club Lacrosse, Delta Delta Delta, TNH Advertising Agency, NEXIS Tech Lab

Syracuse, NY

August 2022 - May 2026

## PROFESSIONAL EXPERIENCE

### Greek House

Sales & Marketing Intern

Remote

May 2024 - August 2024

- Conducted target market research and forecasted trends to tailor products to customers needs and wants
- Utilized Greek House's CRM system to create strong relationships with potential customers, existing customers and previous customers
- Contacted potential customers using sales techniques and marketing tools to increase sales and retain business
- Developed social media content to showcase the personalization opportunities that Greek House offers and engage with social media audiences
- Scheduled meetings with potential customers to work with customers on design requests, budgets and planning

### Wentworth By the Sea Hotel

Server

Portsmouth, NH

May 2024 - August 2024

- Thrived in a fast-paced environment and served over 100 customers per shift
- Provides service to customers in a prompt, friendly and efficient manner

### Surf Portsmouth

Hostess and Expo

Portsmouth, NH

August 2020 - January 2024

- Provided advanced and attentive customer service by fostering a comfortable environment for all customers
- Utilized the Toast platform to effectively schedule and organize reservations ensuring a smooth guest experience
- Demonstrated strong communication skills while offering advice, recommendations, and addressing concerns

### Fizz Social Corp.

Marketing Event Coordinator

Syracuse, NY

August 2023 - November 2023

- Crafted engaging content to help deliver Fizz's message to their target audience across social media platforms
- Established and organized a structured weekly social media schedule to ensure timely and consistent posting

## VOLUNTEER

### Boys & Girls Club of Syracuse

Tutor/Volunteer

Syracuse, NY

September 2023 – December 2023

- Worked with local children ages 5-15 during after-school programs
- Displayed patience and leadership when helping kids with homework
- Communicated and listened effectively with children in moments of frustration and offered my support

### Education For All Children (EFAC)

Board Member

Portsmouth, NH

September 2020 – May 2023

- Non-profit organization designed to sponsor children in Kenya to attend secondary school
- Created and hosted fundraisers such as car washes, bake sales, triathlons, and penpals
- Maintained a relationship with the student and his family through letters

## SKILLS & CERTIFICATIONS

**Software:** Python, VSCode, SQL, CSS, HTML, Microsoft Office Suite, Google Suite, Canva, Figma

**Social Media:** Instagram, Facebook, TikTok, iMovie, Pinterest, Twitter, SnapChat, YouTube