
MARK ETER

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EDUCATION:

- Bachelor of Science in Business Administration, Concentration in Marketing** May 2019
Winthrop University; Rock Hill, SC GPA: 3.4
- Member of Beta Gamma Sigma Honor Society in Business Administration

MARKETING EXPERIENCE:

- Promotions Committee Chair** August 2017 – Present
DiGiorgio Student Union (DSU) Winthrop University; Rock Hill, SC
- Oversee and manage all marketing efforts for the University's programming board
 - Create and implement various marketing strategies for programs and events, such as social media campaigns, e-mail announcements, promotional videos, flyers, and tabling events
 - Work directly with the board's graphic designers to ensure quality on all graphic flyers and posters for 20-30 campus and community-wide events per semester

- Academic Intern/Content Promotion Professional** January 2018 – Present
Red Ventures; Fort Mill, SC

- Develop and incorporate online content designed to promote website use by clients; successfully increased online traffic by 15%
- Assist with search engine optimization (SEO) teams in optimizing web pages for search through various information retrieval software programs, such as Google, Bing, and Yahoo!
- Contact prospective partners through e-mail and phone, advertising Red Venture services; establish relationships with key company partners in order to ensure mutual satisfaction with website content and design
- Perform general office tasks, such as answering phone calls, writing e-mails, and filing paperwork

- Undergraduate Researcher** August 2017 – December 2017
American Marketing Association (AMA), Winthrop University; Rock Hill, SC

- Created and distributed online surveys designed to assess college students' perceptions of name-brand bath products; successfully recruited over 300 participants
- Gathered and analyzed quantitative and qualitative data using Qualtrics Research Suite and Microsoft Excel, searching for patterns in responses and relationships among variables
- Summarized findings in a 25-page scientific-based research paper, reporting all information for the AMA national organization

SOFTWARE PROFICIENCY:

- Microsoft Office Suite, Google Analytics and Drive Applications, Adobe InDesign CC and Photoshop, Qualtrics Research Suite, Searchmetrics Suite

PROFESSIONAL SKILLS:

- Excellent written and oral communication
- Experienced in customer service
- Capable of planning meetings and events
- Adobe Certified Expert
- Experienced in consumer research
- Knowledgeable of best practices of PR