

James Maxwell

Email Address

jm1264@rit.edu

Objective To obtain a Fall 2016 New Media Marketing co-op/internship

Education **ROCHESTER INSTITUTE OF TECHNOLOGY**, Expected Graduation: May, 2018
Major: New Media Marketing GPA: 3.7 Degree: Bachelor of Business Administration

Skills

Search Engine Optimization	Landing Page Optimization
Pay-Per-Click Marketing	Facebook/Twitter/Instagram Advertising
E-Mail Marketing	Shopping Cart Optimization
Strategic Planning	Market Research
Project Management	Teambuilding

Projects

CampusCook (September 15th, 2016 - December 17th, 2016)

- Identified the problems of college students unable to find a resourceful blog-type database for healthy food diets.
- Researched and analyzed our indented markets completing a fully detailed marketing and business plan.
- Successfully marketed on several social media platforms along with SEO.
- Executed the creation of a mock application that provides students with a plethora of methods and recipes for establishing a healthy diet.

Safelet (September 8th, 2016 - December 22nd, 2016)

- Created a fully-functional mock online business to sell outdoor survival equipment.
- Established a completely operational online web store.
- Marketed and advertised products through various social media platforms.
- Successfully utilized Search Engine Optimization and Shopping Cart Optimization.
- Completed with full business plan.

Experience

Customer Service Representative/Cashier, Pathmark A&P, Baldwin, NY

January 2011 – February 2012

- Located resources for customer inquiries/problems and provided the best-option solutions.
- Customer relationship management and helped built customer trust.
- Assisted customers in conducting final purchase transactions, refunds, and rainchecks.
- Ensured excellent customer service and product knowledge.
- Utilized innate analytical and people skills to quickly become a reliable, proficient customer service representative able to work independently.

Technology

Software- MS Office (Word, Excel, PowerPoint, Access), Photoshop

Applications- Facebook, Twitter, Instagram, Snapchat, YouTube, Google+, Yelp

