

**ERIC M. GASPAR**  
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**Objective**

Seeking to obtain a marketing co-op position with a firm where knowledge and skills will support company goals, contribute to the leadership and growth of the organization. Available Summer/Fall 2017.

**EDUCATION**

**SAUNDERS COLLEGE OF BUSINESS, ROCHESTER INSTITUTE OF TECHNOLOGY – ROCHESTER, NY**  
BACHELOR OF SCIENCE IN NEW MEDIA MARKETING, EXPECTED MAY 2018  
DEANS LIST 2014

**Coursework**

*Advertising & Promotion Mgt.	*Marketing Metrics and Research	*Building a Web Business
*Operations Management	*Social Media Marketing	*Cross Media Foundations
*Buyer Behavior	*Internet Marketing	*Business 2T: Tech Enable
*Computer Based Analysis	*Information Systems & Technology	*Statistics I & II
*Global Business Environment	*Bus. Ethics & Corp. Social Responsibility	*Communications

**Skills**

Strong business/commercial experience in maintaining positive business relationships and establishing strategic alliances with internal and external customers.

- Strong analytical and problem-solving skills.
- Detail oriented.
- Extensive experienced in using Microsoft Office Suite, Snapchat, Twitter, Instagram, LinkedIn, and Facebook.
- Able to work with a team as well as independently.
- Experienced in search engine optimization.

**PROJECTS**

**MACY'S MARKETING CHALLENGE 2017:** DEVELOPED A TECHNOLOGY DRIVEN E-STYLIST MARKETING APPROACH WHICH PROVIDED A CUSTOMIZED SHOPPING EXPERIENCE. THIS APPROACH UNITED BOTH ON-LINE AND IN-STORE PERSONALIZED MARKETING EFFORT. WINNING TEAM FOR CLASS, THIRD PLACE OVERALL AT RIT.

**P2P: CHALLENGING EXTREMISM- BENEATH THE SURFACE (FALL 2106) –** MARKETING EFFORT INCLUDED DEVELOPMENT OF BOTH SOCIAL MEDIA AND IN PERSON SURVEYS, ANALYZED RESULTS, DEVELOPED AND IMPLEMENTED MARKETING STRATEGY TO COMBAT EXTREMISM.

**INTERNET MARKETING (FALL 2015) –** CO-CREATED AND PRESENTED A POWER POINT ON THE BENEFITS OF UTILIZING SOCIAL MEDIA MARKETING FOR HOLY CHILDHOOD, A NON-PROFIT AGENCY FOR INTELLECTUALLY AND DEVELOPMENTALLY DISABLED CHILDREN.

**B2T: TECHNOLOGY ENABLED (FALL 2015) –** CREATED SWOT ANALYSIS AND CO-CREATED MARKETING PLAN FOR OUR MOCK ONLINE BUSINESS CALLED KID KRATE, A SUBSCRIPTION KIDS CLOTHING SERVICE.

**EXPERIENCE**

**CIREDON ENVIRONMENTAL AND SAFETY SERVICES, INC.** 9/17-12/17  
MARKETING CO-OP – SUPPORTED THE FIRM IN DEVELOPMENT AND IMPLEMENTATION OF TRADITIONAL AND NEW MEDIA MARKETING STRATEGIES. DEVELOPED MARKETING DATABASE, STATEMENT OF QUALIFICATION PACKAGE AND LINKEDIN COMPANY PROFILE.

**CIREDON GROUP, LLC, HAMBURG, NY** 9/16-PRESENT  
MARKETING ASSISTANT – BUSINESS PLANNING, MARKETING STRATEGIZING, AND ADVERTISING SUPPORT FOR VARIOUS CLIENTS.

**BLOGGER, HAMBURG, NY** 9/15-PRESENT  
CREATOR OF "THE METALIZER" A MUSIC BLOG COVERING ROCK AND HEAVY METAL BANDS AND THEIR MUSIC. DEVELOPED SOCIAL MEDIA MARKETING AND AD CAMPAIGNS USING FACEBOOK AND TWITTER.

**BRIERWOOD COUNTRY CLUB, HAMBURG, NY** 6/12 – 10/12 & 6/13 – 8/13  
DISHWASHER & BUSBOY - WORKED AS A TEAM WITH SERVERS AND KITCHEN STAFF TO GIVE PATRONS AN ENJOYABLE DINING EXPERIENCE AND TO KEEP OPERATIONS FLOWING SMOOTHLY.