

# Michael Titcomb

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<b>Education</b>	<b>Rochester Institute of Technology</b> <b>GPA: 3.7</b> Rochester, NY New Media Marketing major, Music minor. Completed courses in marketing, finance, statistics, accounting, economics, web design, information systems, social media marketing, Search Engine Optimization, music	Sep 13 – May 18
<b>Work Experience</b>	<b>Eastman Kodak Company</b> , Rochester, NY <ul style="list-style-type: none"><li>• Digital Marketing Intern / co-op (paid). 40 hours/week</li><li>• Coordinated marketing strategies for multiple Kodak businesses</li><li>• Completely redesigned 3 webpages with marketing team – Specialty Chemicals, Solvent Recovery, and ESTAR PET Films. Created a web presence for Kodak’s New Business teams while focusing on SEO.</li><li>• Employed Google tools to monitor web traffic and launch AdWords campaign</li><li>• Wrote copy for online and printed media including blog posts, web pages, sell sheets, press releases</li><li>• Bridged communications between technical directors and creative media developers</li></ul>	Jan 17 - Present
	<b>Be UninTIMidated</b> , Rochester, NY <ul style="list-style-type: none"><li>• Contracted WordPress Web Developer, Marketer for BEuninTIMidated.org, local non-profit for appendix cancer awareness and treatment</li><li>• Introduced a way for Sponsors to purchase event sponsorship packages through the website using PayPal</li><li>• Created event page to showcase the Casino Night fundraiser, where tickets and sponsorship packages can be purchased</li></ul>	Oct 17 – Present
	<b>Stowe Mountain Resort</b> , Stowe, VT <ul style="list-style-type: none"><li>• Zip Line Operator, Summer Adventure Guide</li><li>• Guided zip line tours and inspected equipment for safety</li></ul>	June 16 – August 16
	<b>Plageman Gagnon &amp; Daughters, Inc.</b> , Williston, VT <ul style="list-style-type: none"><li>• Assistant Carpenter - Interior &amp; exterior work and pick-up/delivery of materials with company truck.</li></ul>	June 14 – August 14
<b>Skills</b>	Google AdWords, Google Analytics, Google Search Console, Search Engine Optimization, Excel, WordPress, Salesforce, Email marketing, Writing for webpages, press releases, Project Management	
<b>Extracurricular</b>	<b>Music Composition, Production</b> Wrote and produced all music for the video game, <i>Apollon Blue</i> . Worked with creative team and programmer/designer to achieve the artistic vision for game	
	<b>Vermont Youth Orchestra</b> Oboe player for 4 years. First chair and section leader for the VYO (top orchestra) during the 2012-13 season. Also play English Horn & Double Bass.	Sep 09 – Jun 13

**Volunteer Service** Habitat for Humanity, West Virginia; Participated in building affordable housing.  
April 2012 and April 2013.

**Other Interests** snowboarding, electric guitar and bass guitar, computer games, intramural soccer,  
sports, outdoors



