

Shayne Mogilski

Objective

Seeking to obtain a New Media Marketing Co-Op or an Internship.

Education

ROCHESTER INSTITUTE OF TECHNOLOGY | BACHELOR OF BUSINESS ADMINISTRATION |
MAY 2019 (EXPECTED) | MAJOR: NEW MEDIA MARKETING

- Immersion: History
- Related coursework
 - Principles of Marketing, Internet Marketing, Business 1: Ideas and Business Planning, Information Systems and Technology, Business 2/2T: Technology-enabled Launch

Relevant Clubs and Achievements

Business 2 Best Business Plan Winner (2016)

Created a business plan for a hypothetical rental laptop/tablet business which was known as TechHub. Specialized in Marketing activities on this collaborative project. Displayed thoroughness, advisement, and unified team to a successful plan.

RIT Sports Debate Club (2015-Present)

E-board member of this organization throughout tenure. Conceptualized, organized, and coordinated meetings with successful results.

Work Experience

Legacy Financial Planning (May 2017- August 2017)

Spent the summer of 2017 as a new media marketing specialist for this financial planning firm. I established consistent posting schedules for Twitter and LinkedIn, researched new website designs, and helped with corporate events.

Traverse Puzzle Hunts (December 2014- June 2015)

Founded a puzzle related entertainment company and was registered by Monroe County. Composed a business plan, organized events, and utilized marketing techniques to try to make this business the best it can be.

Skills and Talents

- Proficient in Microsoft Word, Excel, Access, and PowerPoint. Officially certified by Microsoft in Word and PowerPoint.
- Understands the capabilities of Facebook, Twitter, Instagram, Tumblr, and Snapchat.
- Manages group work well by organizing, optimizing, and executing tasks when called upon.
- Supports team in collaborative projects.
- Conceptualizes ideas steps ahead of current stage.

