

# Eric J. Carlo

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## Education:

**Rochester Institute of Technology - Rochester, NY**

GPA: 3.18/4

Graduation: May 2018 (Expected) Bachelor of Science: New Media Marketing Minor: Advertising and Public Relations

**Rochester Institute of Technology (Croatia) - Zagreb, Croatia**

May 2017- July 2017

## Relevant Coursework:

- Social Media Marketing
- Internet Marketing
- Building A Web Business
- Mass Communications
- Search Engine Marketing and Analytics
- Marketing Metrics and Research
- Advertising and Promotions Management
- Copywriting and Visualization

## Experience:

***iV4, Inc.***

October 2017- December 2017

Marketing Intern- Create content for blog, update and maintain contacts in HubSpot CRM, and update website with SEO best practices

***RIT-Office of Alumni Relations***

January 2016- October 2017

Student Caller- Responsible for calling alumni for donations, recording pledges, and communicate any errors in data to the supervisors.

**Help Us Give Smiles (HUGS)**

October 2016- November 2016

Volunteer Consultant- Advised management on revisions to website including content and what key words to use for search engine optimization.

## Projects:

**NorthGlow Photography Social Media Plan**

Helped create a more clear and concise message across multiple platforms including Facebook, Instagram, and Twitter to help increase engagement for a local photographer.

## Professional Skills:

- eMarketing Institute SEO Certification
- Facebook Analytics
- Twitter Analytics
- Microsoft Office
- Google Analytics
- Adobe Photoshop
- Key Word Research
- HubSpot Inbound Marketing Certified
- HubSpot Content Marketing Certified
- PPC Advertising
- Basic HTML
- Basic Market Research

## International Fraternity of Delta Sigma Pi

**Vice President of Professional Activities Epsilon Lambda Chapter**

October 2017- Present

Responsible for planning and reporting professional events to central office and holding committee meetings

**Webmaster**

September 2017- Present

Responsible for updating chapter webpage content using WordPress content management system.

**Chancellor of Epsilon Lambda Chapter**

January 2017 – May 2017

Responsible for directing weekly chapter meetings, updating bylaws, and submit reports to central office.

**Marketing Committee**

October 2015 – May 2016

Assist marketing chair with sending out emails and distributing promotional material.

