

# AMY ROSS *(she/her/hers)*

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## EDUCATION

### Northeastern University, D'Amore-McKim School of Business

Boston, MA

*Bachelor of Science*, International Business | Concentration: Management

May 2020

Dual Degree Program with the University of Reutlingen

GPA: 3.5

**Activities:** Black Business Oriented Society (BBOSS); Women's Interdisciplinary Society of Entrepreneurship (WISE)

**Relevant Coursework:** Marketing Analytics, Consumer Behavior, Advertising

### University of Reutlingen, European School of Business (ESB)

Reutlingen, Germany

*Bachelor of Science*, International Management

September 2016 - August 2018

**Activities:** ESB Student Consulting

## EXPERIENCE

### Digital Divide Data (DDD)

New York, NY

*Business Development and Marketing Intern*

May 2019 - June 2019

- Launched daily social media campaigns within Facebook and LinkedIn to promote companies' mission that increased follower engagement by 18%
- Performed lead generation through LinkedIn and built relationships with 7 potential new clients

### Deutsche Bank

New York, NY

*Marketing Analyst Intern*

January 2019 - April 2019

- Created and developed global digital and non-digital advertisements with in-house design agency
- Coordinated the US townhall and 9 Bloomberg video shoots for the New York City office
- Supported the onboarding process for 25 new employees by reviewing resumes and creating an applicant tracking model on Excel

### American Express

Berlin, Germany

*Digital Marketing Intern*

July 2017 - December 2017

- Analyzed click rates on American Express websites and tracked online marketing campaigns utilizing Adobe Analytics
- Planned and coordinated bi-weekly speaker series on staff digitalization for the Marketing department
- Ensured strong and efficient communication through daily calls between agencies and American Express
- Utilized project management and media planning tools such as monday.com, JIRA and Ravinia Marketing Manager to enhance efficiency

## VOLUNTEER EXPERIENCE

### Northeastern University, Employer Engagement and Career Design

Boston, MA

*Career Fellow*

September 2019 - Present

- Mentor and advise students on resumes, cover letters, LinkedIn, and navigating through job search platforms
- Increased career and employer engagement through 3000+ person events such as the Northeastern Career Fair

### Otto-von-Taube Gymnasium

Berlin, Germany

*Founder of the refugee project and Student Representative*

August 2014 - July 2016

- Integrated 80 refugees into everyday school life and organized excursions and interactive and social events
- Pitched to Volkswagen for funding and received grant of 6000€ for the Refugee project
- Mediated matters of interests between faculty, staff, and students

## SKILLS/INTERESTS

**Languages:** German (Native), English (Fluent), French (Basic)

**Computer Skills:** MS Office (Excel, PowerPoint, Word), Adobe Analytics, SPSS

**Interests:** Swimming, travelling, cooking, reading