

# PAWS T. HUSKY

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## ***Marketing Event Management – Community Relations & Sponsorship Development***

### **SUMMARY**

Marketing and Community Relations professional with strong skills in integrating visual and graphic design with sales and brand development. Demonstrated success in sponsorship development and establishing key government, corporate and media partnerships to successfully promote brands, procure funding and increase sales.

### **EDUCATION**

**Northeastern University**, Boston, MA

May 20XX

**Master of Science in Nonprofit Management**

GPA: 3.65

*Concentration:* Sales Management

*Courses:* Managing the Customer Experience, Social Media and Brand Strategy Implementation, Interactive Marketing Fundamentals, Decision Support and Sales Analytics

**Hometown State University**, Hometown, MA

May 20XX

Bachelor of Arts in Marketing

### **EXPERIENCE**

**ABC Bookstore**, Cambridge, MA

July 20XX – Dec. 20XX

***Community Relations Co-op***

Developed local sponsorships and utilized HubSpot CRM software to manage relationships with arts, literacy and education programs partners. Managed book fair fundraising project for Cambridge, MA area. Maintained local and state governmental contracts. Planned in-store and off-site events.

- Secured participation in \$10,000 state contract for library materials which increased regional sales by contract acquisition and opened new government markets
- Expanded state contract training program to 20 additional stores
- Established key relationships with newspaper and media outlets which increased local exposure by over 40 and built awareness of fundraising and outside sales program

**Monster Marathon**, Boston, MA

May 20XX – Aug. 20XX

***Marketing Coordinator Intern***

Created and implemented brand development project differentiating Monster Marathon from other national marathons.

Assisted with event planning, media buying, campaign development, and volunteer management.

- Increased community engagement by 13% through targeted recruitment and volunteer management strategies
- Created and developed Recap Book and DVD which communicated return on investment to sponsors, significantly improving relationships with corporate sponsors
- Developed strategic relationships with eight community groups to support branding project

**Cape Joy Newspaper**, Cape Joy, MA

Sept. 20XX – May 20XX

***Assistant Editor***

Planned weekly events for up to 50 sixth through eighth graders for all Cape Joy Junior events for community newspaper. Edited and designed graphics and layouts. Leveraged CRM insights to strengthen key account partnerships. Contributed to social media and content marketing strategy, reported on analytics.

- Recognized with Third place General Excellence Award, Newspaper Association of America Foundation, 2021
- Awarded Best Kids Publication, Suburban Newspapers Association, 2020
- Increased readership by over 850 new subscribers by marketing to elementary school curriculum programs

### **TECHNOLOGY**

***Marketing, Design and Media Applications:*** HubSpot, Salesforce, Google Analytics, Adobe Photoshop, Illustrator, PageMaker, InDesign

***Additional Applications:*** Microsoft Office Products (Word, Excel, PowerPoint, Access, Project)

### **PROFESSIONAL MEMBERSHIPS AND AWARDS**

***Memberships:*** American Marketing Association, Student Marketing Mentors

***Awards:*** Addy Citation of Excellence; ABC Bookstore Co-op Student Excellence Award