

AMY ROSS *(she/her/hers)*

Boston, MA | (857) 447-8733 | amy.ross@gmail.com | www.linkedin.com/in/amy-ross

EDUCATION

Northeastern University, D'Amore-McKim School of Business

Bachelor of Science, International Business | Concentration: Management
Dual Degree Program with the University of Reutlingen

Boston, MA

May 2020

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)

Bachelor of Science, International Management

Reutlingen, Germany

September 2016 - August 2018

Activities: ESB Student Consulting

EXPERIENCE

Digital Divide Data (DDD)

Business Development and Marketing Intern

New York, NY

May 2019 - June 2019

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

Deutsche Bank

Marketing Analyst Intern

New York, NY

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

Digital Marketing Intern

Berlin, Germany

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

Career Fellow

Boston, MA

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

Founder of the refugee project and Student Representative

Berlin, Germany

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