

MACY SULLIVAN

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EDUCATION & HONORS

Miami University | Farmer School of Business – Oxford, OH

Expected Graduation: 2026

- Major: Marketing
- Minor: Studio Art

GPA: 3.65/4.00

RedHawk Excellence Scholarship Recipient

August 2022 – Present

Dean's List

Spring 2023 & Spring 2024

EXPERIENCE

Digital Asset Intern – Remote

May 2024 – December 2024

Illinois Tool Works (ITW)

- Optimized content for 90+ Amazon products using high-quality visuals and SEO, boosting traffic by 20% and sales by 45%
- Supported product launches with updated media, reducing return rates and improving cross-sells
- Leveraged tools like Adobe, Vendor Central, and Data Dive to enhance product listings

Marketing Intern– Differdange, Luxembourg

February 2024 – May 2024

Share & Create

- Make digital booklets, Instagram post, and short videos for company
- Problem solve through language barriers and learn research skills on how to market to a foreign culture

Student Manager – Oxford, Ohio

March 2022 – Present

Dividends

- Communicate constructively and enthusiastically to enhance the work environment and organization
- Receptive worker as reflected by quick promotion from general worker to manager within 3 months of work

CAMPUS INVOLVEMENT

Undergraduate Assistant – Oxford, Ohio

August 2023 – December 2024

Miami University BUS 106 UA

- Grow mentor and leadership skills in a classroom session with 30 students while collaborating with faculty
- Organize class activities and engage with students to create quality class time and introduce networking to peers

Head of Marketing Committee – Oxford, Ohio

September 2022 – May 2024

RedHawk Racing (Baja and Formula racing)

- Create and distribute updates, information, and post on Instagram to promote and expand the club
- Develop and market the team to raise funds for various costs such as supplies for the cars and race expenses

VOLUNTEERING

Elim Dutch Fest – Crestwood, IL

September 2016 - September 2022

Fundraiser for Elim Christian Services

- Assist with an annual fundraiser raising \$200,000+ for a school serving individuals with disabilities
- Volunteer as a face painter, general helper, and poster creator to recruit volunteers, while building meaningful connections with families and individuals to gain deeper insight into their daily challenges.

SKILLS: Canva | Leadership | Design | Creativity | Microsoft Applications | Resourceful