

# MACY SULLIVAN

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## EDUCATION & HONORS

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### 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

### Study Abroad | Miami University John E. Dolibois European Center

February 2024 – May 2024

- Differdange, Luxembourg

## EXPERIENCE

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### 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

- Created a digital booklet featuring 70+ creativity-focused events and workshops in Luxembourg, along with engaging Instagram posts and short promotional videos for the company
- Assisted the owner in launching the first 'Creators Market' in Luxembourg, a creative marketplace for 20+ local artists to sell products and services
- Problem solve through language barriers and learn research skills on how to market to a foreign culture

### Student Manager – Oxford, Ohio

March 2023 – 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

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### 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

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