**Archie Eagle**

8600 University Blvd.

Evansville, IN 47712

(812) 464-1865

careers@usi.edu

# Qualification Summary

Analytical, solutions-focused professional specializing in digital marketing. Exceptional experience utilizing technical marketing skills, including graphic design and web development. Proficient knowledge of Microsoft Office Suite programs and software applications.

# Education

**University of Southern Indiana** Evansville, IN

**Romain College of Business, AACSB Accredited** May 2023 Bachelor of Science in Marketing GPA: 3.8/4.0

Minor: Communication

# Professional Experience

**Eagles Marketing** Evansville, IN

Marketing Intern January 2022 – April 2022

* Analyzed data from market research to develop new marketing strategies
* Assisted with day-to-day digital marketing work, including website updates and content creation
* Attended weekly team meetings to discuss project progress and team needs

**Wildcat Marketing Solutions** Evansville, IN

Digital Marketing Intern May 2021 – August 2021

* Partnered with marketing and communications team to manage relationships with partners, clients, and media contacts
* Collaborated with company clients to improve content on social media, which resulted in a 15% increase in web traffic
* Tracked client progress in Excel database

# Additional Acvities

USI Marketing Club

* Participated in activities that assisted in the development of brand marketing skills, service branding and networking

Humane Society Volunteer

* Regular participation in the weekly event – Cardio for Canines