

Archie Eagle
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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
Romain College of Business, AACSB Accredited
Bachelor of Science in Marketing
Minor: Communication

Evansville, IN
May 2023
GPA: 3.8/4.0

Professional Experience

Eagles Marketing

Marketing Intern

Evansville, IN
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

Digital Marketing Intern

Evansville, IN
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 Activities

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