Caroline Favelson

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EDUCATION AND HONORS

Binghamton University, State University of New York   **Binghamton, NY**
Master of Business Administration, Concentration in Marketing and Business Analytics   *Expected May 2025*
Cumulative GPA: 3.624/4.00 | **Dean's List:** Summer 2024, Fall 2024
Bachelor of Arts in Economics, Concentration in Korean   *May 2024*
Cumulative GPA: 3.37/4.00 | **Dean's List:** Fall 2020 - Spring 2023

PROFESSIONAL EXPERIENCE

ShirtFaced   **New York, NY**
Digital & Marketing Strategy Intern   *August 2024 - Present*
- Drive business expansion and increase brand awareness by developing and brainstorming innovative marketing strategies, identify and capture high-potential prospects to fuel business growth by leading lead-generation efforts
- Optimize project workflows by leveraging Monday.com, a CRM platform, to track progress, manage tasks, and improve team collaboration, analyze market trends and performance metrics to make informed marketing decisions
- Monitor and report on key marketing KPIs such as conversion rates, click-through rates, and customer acquisition costs, making data-driven recommendations to enhance marketing effectiveness resulting in successful marketing campaigns
- Conduct competitor analysis to identify market opportunities and make informed strategic decisions on product positioning and promotional tactics; support customer outreach efforts by managing email lists and tracking responses to optimize engagement; manage paid partnership interface with The Knot to enhance online presence and drive traffic

Binghamton University Tutorial Services   **Binghamton, NY**
Statistics Tutor   *August 2024 - Present*
- Simplify complex statistical concepts and enhance understanding by providing individualized and group tutoring sessions, guide students in applying statistical techniques to real-world problems resulting in a boost in analytical skills
- Improve students' performance in topics like hypothesis testing, and regression analysis by developing customized learning plans based on student needs, foster student confidence by communicating complex concepts effectively

Grant Thornton LLP   **New York, NY**
Transformation Consulting Intern, Sourcing & Supply Chain   *June 2023 - August 2023*
- Simplified certification processes of FDA De Novo Approval and ISO 13485 by designing high-level PowerPoint graphics, gained experience in procurement technologies such as Coupa and NetSuite through calls with professionals
- Enhanced comprehension and retention of key information by transforming the visual format of PowerPoint slides, pursued continuous development of technical skills by studying Excel and PowerPoint during personal time
- Expanded industry connections and fostered valuable relationships with professionals by engaging in proactive professional networking during personal time, proficiently conducted data entry tasks using Microsoft Excel

Projects

Predicting Love Island Winners: Logistic Regression Analysis   **New York, NY**
Self-Motivated Marketing Analytics Project   *January 2025*
- Built predictive models identifying patterns associated with winning couples utilizing statistical techniques and tools like R to analyze factors such as social media growth and drama; gathered and cleaned data about *Love Island*: UK
- Used Generative AI to enhance productivity by automating reporting elements and exploring preliminary data narratives, while independently conducting in-depth statistical modeling and visualization

Binghamton University Fashion Society X Uniqlo Case Competition   **Binghamton, NY**
Finalist   *October 2022 - November 2022*
- Suggested a revitalization of Uniqlo's social media presence aimed at enhancing its standing in the fashion industry by thoroughly examining the fashion industry and forming recommendations to distinguish Uniqlo's brand identity
- Proposed Uniqlo to integrate a documentary series and guerrilla marketing tactics into their strategy, employing a decision matrix chart and SWOT analysis involving an assessment of risks and a 6% projected revenue increase

ADDITIONAL INFORMATION

Organizations: Delta Sigma Pi, Economics Club, National Honor Society, English Language Association, LiNK
Interests: Myers-Briggs Personality Test, reading, philosophy, learning languages, airline economics, fratconomics
Technical Skills: SQL, Power BI (basic), Tableau (basic), R (basic), PowerPoint, Excel, Google Sheets, Google Slides
Programs: Monday.com, Notion
Languages: Conversational in Korean