

EVAN MCCULLOUGH, MBA

CONTACT

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EDUCATION

JOHNSON & WALES UNIVERSITY
Masters of Business Administration, IT
(August 2022-December 2024)

JOHNSON & WALES UNIVERSITY
Bachelor of Science, Marketing
(September 2018-May 2022)

SKILLS

- Data Analysis & Trend Identification
- Performance Metrics & Reporting
- Consumer & Customer Insights
- Market & Competitive Research
- CRM Fundamentals
- Microsoft Excel & PowerPoint
- Business Reporting & Presentation
- Tableau (Foundational)
- SQL (Basic)

LEADERSHIP & ADDITIONAL EXPERIENCE

PRESIDENT

National Pan-Hellenic Council (NPHC), 2023

FOUNDER & OPERATOR, ROOM1 LLC

Oversaw product development, marketing, and customer operations for an independent streetwear brand

ABOUT ME

Business professional with an MBA in Information Technology and hands-on experience across marketing, operations, and customer data analysis. Strong background in evaluating performance metrics, identifying trends, and supporting decisions that improve efficiency and revenue outcomes. Brings practical experience from client-facing, metrics-driven sales roles with direct impact on revenue performance and customer engagement. Drawn to roles where customer insights and performance data directly shape business and operational strategy.

WORK EXPERIENCE

SALES EXPERT

T-Mobile (December 2023-Present)

- Drove a 15% increase in revenue by applying customer insights and performance data to inform sales and promotional approaches.
- Improved customer satisfaction by 20% through consistent, high-quality engagement with long-term customer accounts.
- Analyzed product performance and customer engagement data to identify trends and support in-store marketing and sales initiatives.
- Coordinated inventory levels and promotional assets to support timely execution of sales and marketing initiatives.

MARKETING INTERN

DesignxRI (January 2022-April 2022)

- Executed integrated marketing initiatives and tracked performance outcomes, contributing to a 35% increase in brand visibility.
- Designed and launched a video campaign, analyzing engagement metrics that resulted in a 60% increase in online interaction.
- Collaborated with creative and digital teams to support campaign execution and ensure consistent branding across social and experiential platforms.

DIGITAL MARKETING INTERN

Benson - formerly Yunit (June 2020-August 2020)

- Conducted market research and analyzed customer and marketing data to support campaign planning, contributing to a 25% increase in brand awareness.
- Analyzed marketing performance and competitive trends to inform campaign concepts and brand positioning.
- Created promotional assets, pitch decks, and campaign reports and supported executive and investor-facing presentations through preparation and documentation.