

Evan McCullough, MBA

(914)-819-2439

New York Metropolitan Area

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EDUCATION

Johnson & Wales University, Providence, RI

December 2024

Master of Business Administration (MBA), IT

Johnson & Wales University, Providence, RI

May 2022

Bachelor of Science, Marketing

PROFESSIONAL SUMMARY

Highly motivated and results-oriented professional with a unique blend of creative, analytical, and technical skills. Holds a Marketing BS and an MBA in Information Technology, providing a strong foundation for strategic decision-making, operational efficiency, and data-driven results. Proven leadership, communication, and problem-solving abilities developed through academic rigor. Seeking a challenging role to leverage skills in strategic planning, operations, marketing, and analytics to drive significant organizational impact.

SKILLS

- | | | | |
|---------------------------|---------------------------|---------------------------------------|--|
| • Market Research | • Project Management | • Management | • Microsoft Office (Excel, PowerPoint) |
| • Consumer Insights | • Team Collaboration | • Attention to detail | • SharePoint |
| • Strategic Analysis | • Time Management | • Ability to create Presentations | • Tableau |
| • CRM | • Multi-tasking abilities | • Strong Oral & Written Communication | • SQL |
| • Data and Trend Analysis | | | |
| • Client Management | • Relationship | | |

PROFESSIONAL EXPERIENCE

Sales Expert, T-Mobile, Stamford, CT

December 2023 – Present

- Drove a 15% increase in revenue by tailoring marketing and promotional strategies to customer needs.
- Improved client satisfaction by 20% through relationship-building and consistent follow-ups.
- Analyzed product performance and customer data to inform local marketing activations.
- Managed inventory and promotional materials to ensure alignment with campaign timelines.

Marketing Intern, DxRI, Providence, RI

January 2022 – April 2022

- Executed integrated marketing initiatives that increased brand visibility by 35%.
- Designed and launched a video campaign that boosted online engagement by 60%.
- Supported event marketing and PR efforts through content creation and community engagement.
- Collaborated with creative and digital teams to align branding across social and experiential platforms.

Digital Marketing Specialist, Benson (YC W'22), New York, NY

June 2020 – August 2020

- Developed and executed multi-channel digital campaigns that grew site traffic by 15%.
- Conducted competitive research and consumer analysis, increasing brand awareness by 25%.
- Created promotional assets, pitch decks, and campaign reports for stakeholder presentations.
- Partnered with executives to refine brand positioning and storytelling strategies.

ACCOLADES/INTERESTS

- President, National Pan-Hellenic Council (NPHC), 2023
- Dean's List Recipient: Winter '18, Spring '18, Spring '20
- Resident Assistant at JWU: Successfully mediated 100% of residential conflicts
- Led marketing campaign at Benson, increasing brand awareness by 25% in one month
- Founded and successfully operated RROOM1 LLC, a streetwear brand, overseeing all aspects of the business from concept to customer

