

Evan McCullough, MBA

(914)-819-2439

New York Metropolitan Area

evanmccullough41@gmail.com

EDUCATION

Johnson & Wales University, Providence, RI
Master of Business Administration (MBA), IT

December 2024

Johnson & Wales University, Providence, RI
Bachelor of Science, Marketing

May 2022

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

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

