

Evan McCullough, MBA

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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

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, Providence, RI

August 2023 – Present

- Increased revenue by 15% through consultative selling and targeted product promotions.
- Enhanced client satisfaction by 20% via personalized service plans and proactive follow-ups.
- Applied technical knowledge to troubleshoot devices, resolving issues and improving customer experience.
- Managed inventory and sales data to optimize stock levels and minimize product waste.

Marketing Intern, DxRI, Providence, RI

January 2023 – April 2023

- Executed corporate marketing initiatives that boosted brand visibility by 35%.
- Designed and launched a video campaign resulting in a 60% surge in online engagement.
- Collaborated on advertising promotions and developed social media strategies.
- Assisted with PR content and localized brand messaging for regional audiences.

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

June 2022 – August 2022

- Developed and implemented integrated digital campaigns across email, social, and web, increasing site traffic by 15%.
- Conducted competitive analysis and consumer interviews that led to a 25% growth in brand awareness.
- Created and managed campaign assets, including content, landing pages, and case studies.
- Collaborated directly with C-suite stakeholders on strategic brand and marketing direction.

Resident Assistant, Johnson & Wales University, Providence, RI

September 2019 – May 2021

- Assist students with their social, academic, and personal adjustments to the residence hall and the University, and mediate conflicts when they are brought to my attention.
- Enforce University and housing rules and policies while serving as a liaison between residents and University administration.
- Develop social, academic, and civic engagement programs that enable students to actively participate and learn.

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