

CARMEN BODZIAK

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EDUCATION

University of Maryland at College Park
Robert H. Smith School of Business, UMD
Bachelor of Science, Marketing and Supply Chain Management

College Park, MD
Overall GPA: 3.62
Expected Graduation: May 2020

WORK EXPERIENCE

Goodshuffle Pro

Marketing Intern

Washington, D.C.
August 2019 – Present

- Implement new posting strategy on Instagram, leading to breaking 1k followers
- Design and schedule social media posts for 5 platforms to increase market reach and demo conversions
- Spearhead various campaigns to tackle specific industries and increase demo conversions through the design and execution of social media posts, Facebook ads, blog posts, and email blasts
- Write blog posts via Wordpress weekly to be published to the site, specializing in the events industry
- Collect and analyze data from Google Analytics, HubSpot, SendGrid, Moz Pro, and Facebook Ads Manager to deliver recommendations for content creation, marketing spend, and strategy surrounding SEO and KPIs

MGM Resorts International

Brand Strategy Intern @ MGM Grand

Las Vegas, NV
June 2019 – August 2019

- Coordinated with various departments and multimedia team on and off property to deploy creative and keep website up to date for 4 main residency groups and 15+ other groups at a high speed
- Updated master signage document with all current creative on property in order to have a holistic picture

W. R. Grace & Co.

Marketing and Product Management Intern

Columbia, MD
June 2018 – August 2018

- Implemented a hierarchy system for Grace's ~4,000 customers in 5 global regions in SAP and Salesforce
 - Created a new hierarchy system for product identification codes of 400+ products in SAP
 - Conducted a pricing analysis of Latin American products and companies and produced recommendations
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LEADERSHIP EXPERIENCE

Smith Undergraduate Student Association

Social Media Manager

December 2017 – December 2018

- Used Hootsuite to market SUSA and the Smith School of Business to students through creation of an Instagram account with 300+ followers and maintenance of a Facebook account with 1.6k followers
- Collaborated with VP, President, and other committee members to host and promote 30+ events

Maryland Images: Campus Tour Guides

Social and Recruitment Committee Head

March 2017 – Present

August 2018 – December 2018

- Implemented a social media push week and coordinated 3 recruitment events in order to recruit potential new tour guides while planning multiple social events in D.C. and on campus
- Promote UMD to 120+ prospective students per week through public speaking and interpersonal skills

Alpha Phi Omega

Recruitment Chair

January 2017 – Present

August 2017 – December 2017

- Planned and executed 5 individual recruiting events for 100+ potential new members
- Generated hype by creating and managing Instagram and Facebook accounts for the fraternity
- Cooperated as a team alongside the 100+ member fraternity to complete 10+ community service projects per week and personally serve 20+ hours and 2000+ hours as a fraternity per semester

Phi Chi Theta

Pledge Class VP of Philanthropy

February 2018 – Present

February 2018 – May 2018

- Planned, funded, and executed a pledge-class sponsored philanthropy event that the 80+ member brotherhood attends in order to raise \$150+ for the D.C. Chapter of Ronald McDonald House
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HONORS AND ACTIVITIES

Semester Abroad in Barcelona, West Coast Silicon Valley Immersion Trip, NewDay USA Case Competition, Dean's List, Smith Ambassadors, International Student Orientation Leader