

# ARIN SHEEHAN

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## EDUCATION

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CORNELL UNIVERSITY, SC JOHNSON COLLEGE OF BUSINESS

Ithaca, NY

The Charles H. Dyson School of Applied Economics and Management

*Anticipated Graduation May 2022*

*Candidate for Bachelor of Science in Applied Economics and Management, Concentrating in Marketing and Strategy*

- **GPA:** 4.043 | **Honors:** Dean's List (all semesters); Dyson Scholar (2019-2020); CALS Honor Society (2021)
- **Coursework:** Economics of Advertising | Digital Business Strategy | Marketing Research | Consumer Behavior

## WORK EXPERIENCE

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MACY'S, INC.

New York, NY

*Marketing Intern | Communications Planning*

*June 2021 – July 2021*

- Presented a case study on catering to the millennial demographic and increasing loyalty through sustainability to senior leadership
- Examined media channel strategies of competitors in the beauty industry to develop a deck of marketing recommendations
- Produced reports with insights on social and digital campaign success based on historical data for internal and external use

NOUN VENTURES

Boise, ID

*Marketing Intern*

*May 2020 – September 2020*

- Used InDesign to create Slide Deck deliverables highlighting influencer and collaboration proposals for presentation to CEO
- Ran email campaign targeting customers in regions with new distribution channels, bolstering relationship with distributor
- Researched and identified merchandising vendors on the basis of cost and quality for corporate branding opportunities

SPORTSHI

New York, NY

*Marketing Intern*

*February 2020 – June 2021*

- Developed distribution strategies for scholarships worth over \$12,500 to maximize applications, targeting high school athletes
- Collaborated with CEO and social media team to create and implement promotional plan, surpassing applicant goal of 1,500
- Managed and expanded database of over 10,000 coaches, athletic directors, and guidance counselors for email marketing

BUSINESS MANAGEMENT & ORGANIZATION

Ithaca, NY

*Head Teaching Assistant*

*August 2019 – December 2021*

- Headed team of 20 teaching assistants to provide administrative support for class of 150 freshman students in the Dyson school
- Advised students in one-on-one tutoring sessions on business topics with regular out of class assistance during office hours
- Graded and provided personalized feedback on case studies, assignments, projects, and quizzes for a group of 12 students

## EXTRACURRICULAR ACTIVITIES

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CORNELL UNIVERSITY

Ithaca, NY

*Research Assistant*

*August 2020 – September 2021*

- Aided in research into the financial and social shifts in the Broadway and Off-Broadway industries over the course of 45 years
- Collected and coded data from internet databases, while verifying accuracy through data validation and qualitative research

MELODRAMATICS THEATRE COMPANY

Ithaca, NY

*Lead Producer*

*May 2019 – Present*

- Assess and execute production options based on cost, marketability, and size to select content ideal for Ithaca target audience
- Design marketing materials and strategy for sponsored performances, including distinct image for semi-annual musical

CORNELL MARKETING

Ithaca, NY

*Vice President of Marketing*

*January 2019 – December 2021*

- Strategized marketing presence for student organization established to provide hands-on consulting to corporate clients
- Oversaw recruitment of undergraduate student consultants for marketing education series and client-facing roles

FESTIVAL24

Ithaca, NY

*Lead Producer*

*September 2018 – Present*

- Lead a crew of 40 actors, directors, and stage managers to operate a 24-hour-long semi-annual festival celebrating the arts
- Introduced a re-branding effort through social media, print media, and publicity reach-out to grow audience attendance

THE SOCIETY FOR WOMEN IN BUSINESS

Ithaca, NY

*Vice President of Marketing*

*September 2018 – January 2021*

- Guided team of analysts through a semester-long intensive business education series, with a capstone marketing presentation
- Created new club website to streamline recruitment and improve competitiveness in identifying corporate partnerships

## SKILLS, PUBLISHED WORKS, AND INTERESTS

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**Skills:** Microsoft Excel, PowerPoint, Word, Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Data Collection, Copy-Editing

**Published Works:** *Marketing Broadway: The Business Behind the Art*, a book on the business of theater over-time

**Interests:** Writing, Science-Fiction, Video Games, Acting, Musical Theatre