



MARK ETER

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EDUCATION

Bachelor of Science in Business Administration – Concentration in Marketing

Expected May 2025

Winthrop University, Rock Hill, SC

GPA: 3.0

- Relevant Coursework: Consumer Behavior, Digital Marketing and Promotion Management, Marketing Strategy

EXPERIENCE

Promotions Committee Chair

August 2023 – May 2024

Winthrop University DiGiorgio Student Union, Rock Hill, SC

- Developed and executed marketing strategy to promote 25+ campus events to 6,000+ students each semester.
- Raised brand awareness through targeted e-mails, social media campaigns, and tabling events, resulting in 15% increase in student engagement.
- Utilized Meta Business Suite to analyze online engagement, adjusting strategies based on data insights.
- Created high-quality digital content and print collateral using Adobe Create Cloud and Canva.

Membership Chair – American Marketing Association

August 2023 – May 2024

Winthrop University Department of Management and Marketing, Rock Hill, SC

- Organized and managed member recruitment efforts, resulting in a 30% increase in chapter membership.
- Maintained accurate membership records and coordinated communication between members and chapter leaders.

Marketing Analytics Intern

August – December 2023

Red Ventures, Fort Mill, SC

- Collected and analyzed data from various sources using Excel and SQL.
- Created weekly performance reports using Google Analytics, highlighting key metrics and trends to support business decision making.
- Assisted SEO team by conducting keyword research using Moz.
- Maintained interactive dashboards in Tableau to provide real-time insights into marketing performance, campaign effectiveness, and user behavior.
- Performed customer segmentation analysis using data from CRM (HubSpot) to identify customers based on behavior, demographics, and purchasing patterns.
- Supported daily office operations by answering phone calls, writing e-mails, and filing paperwork.

MKTG 365: Marketing Research Class

August – December 2023

Winthrop University Department of Management and Marketing, Rock Hill, SC

- Created and distributed online Qualtrics survey to assess consumer perceptions of name brand bath products; successfully recruited 150+ participants.
- Analyzed data in Microsoft Excel and summarized findings in a 25-page written report.

SKILLS

- Microsoft Office Suite, Google Workspace
- Google Analytics, HubSpot, Tableau
- Adobe Creative Cloud and Canva
- Qualtrics Research Suite
- Verbal and written communication
- Critical thinking and problem solving