

Shain Price

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SUMMARY

Results-driven marketing graduate with a strong foundation in both analytical and creative roles. Proficient in utilizing SPSS for data analysis and possessing a keen eye for detail, I excel in discovering actionable insights to drive strategic marketing initiatives. My education in marketing strategy development and digital marketing makes me committed to delivering solutions that drive growth and enhance brand value. Eager to learn and grow in a fast-paced, innovative environment while contributing to business success.

EXPERIENCE

MBTA Safety Data Processor (Temp)

Boston Contemporaries - Boston, MA – Current Position

- Organized and maintained a comprehensive database of over 150 Corrective Action Plans for all train derailments and accidents.
- Facilitated cross-departmental communication between the MBTA, Department of Public Utilities, and Federal Transit Administration.
- Improved data retrieval processes by maintaining organized records in a consistent format and facilitating easy access to necessary information for all stakeholders.

Landscaping Specialist

Onyx Corporation - Acton, MA

- Assisted in the construction of a \$3 million project spanning 4+ acres in Concord, MA.
- Attained two features in magazines Boston Design Guide and New England Home.
- Communicated with contractors from different organizations to effectively reach deadlines.

Content Writer

DropSpot News - Boston, MA

- Enhanced content quality and audience engagement by transcribing and integrating detailed artist interviews, providing readers with in-depth insights.
- Increased website traffic by 30% through engaging reviews and features on emerging New England artists, utilizing SEO strategies to optimize WordPress content.
- Built a network of emerging artists and industry contacts, establishing DropSpot News as a go-to source for discovering new talent in the New England music scene.

EDUCATION

BSBA in Marketing

Concentration in Digital Marketing • Minor in Media/Film • Suffolk University • Boston, MA • 2024 • 3.9 GPA

CERTIFICATIONS

Google Ads Search Certification

Google Analytics • 2024

- Recognizes mastery of the fundamentals of building and customizing Google Analytics Campaigns

COURSEWORK

Marketing Analytics

Suffolk University • 2023 • SPSS

- Performed statistical analysis of real-life data sets from companies like Yelp and Netflix to communicate insights and recommendations.

Marketing Strategy

2022 • Critical Thinking and Creative Problem Solving

- Participated in market simulation of branding strategy, leading revenue from \$35 million to \$149 million in 7 years.

Marketing Research

Suffolk University • 2021 • Research

- Designed survey and interview questions for a General Electric research campaign.
- Assisted in identifying unmet consumer needs and preferences in smart cooking products.

SKILLS

<ul style="list-style-type: none">- Data Analysis (SPSS, Excel)- Regulatory Compliance- Market Research and Analysis- Qualitative and Quantitative Research- Report Generation and Data Visualization- Presentation and Communication- PowerPoint Expertise- Content Management (WordPress)	<ul style="list-style-type: none">- Time Management- Adaptability- Communication- Collaboration- Analytical Skill- Creativity- Collaboration- Organization- Problem-Solving
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