

Stephan Etienne

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EDUCATION

Salve Regina University, Newport, RI Cumulative GPA: 3.3
Bachelor of Science, Marketing May 2021
Master of Business Administration, Marketing May 2022

RELEVANT COURSE WORK

Salve Regina University, Newport, RI September 2017 - May 2022
Management & Organizational Behavior
- Focused on four major managerial areas: planning, controlling, organizing, and directing
- Developed a sense of leadership and accountability
Creativity & Technology
- Used creative platforms such as Adobe Photoshop, Illustrator, InDesign and Universal Type Client to create cool art graphics and print advertisements
Integrated Marketing Communications
- Coordinated a marketing strategy using sales promotion, personal selling, and advertising
Business Research Methods
- Gained knowledge of market research to solve short-term and long-term business decisions
- Learned how to conduct market research through interviews, surveys, and focus groups
Strategic Business Planning – Capstone Course
- Worked with a team of students to help create a fully redesigned business plan for our client, The Cookie Jar (Bowen's Wharf, Newport, RI)
- Wrote the Mission & Vision Statement, SWOT analysis, Survey Questions and Marketing Plan

WORK EXPERIENCE

Base Operator, Securitas – TD Garden, Boston, MA October 2023 – Current
• Ensured the safety and security of patrons during numerous professional sports games, concerts, and additional events
• Operated the radio dispatch system to communicate with electricians, carpenters, cleaners, HVAC technicians, and medics to resolve continuous issues going on throughout the venue
• Monitored security camera system to review checkpoints and investigate potential hazards
• Drafted and responded to emails, wrote detailed incident reports, and organized event information sheets to inform upper management of any occurrences
• Worked in a team environment with other operators and guards to safeguard all events

Host, Dorset Hall, Dorchester, MA April 2023 – September 2023
• Welcomed guests into the restaurant and lead them to their tables
• Accommodated multiple guests and their needs during rush hour
• Answered phone calls and managed pick-up orders
• Cleaned and bused tables
• Helped serve drinks and food occasionally

Public Relations Manager, Boston City Council, Boston, MA August 2022 – December 2022
• Worked for Boston City Councilor Tania Fernandes Anderson for District 7
• Created and managed daily social media posts on Facebook, Instagram, and Twitter
• Collaborated with the Communications Manager to schedule church visits, school visits, and community engagement events on behalf of the Councilor
• Discussed with constituents and helped solve their problems regarding housing, infrastructure, local transit and other personal issues
• Assessed the needs of civic organizations and communities of color within Boston to help the Councilor devise a plan of action
• Planned and advertised town hall meetings in order to get feedback from the community

Account Manager (Remote), SmartSites, Paramus, NJ February 2022 – June 2022
• Participated in new client acquisitions and furthered the company's goals to reach more domestic and international businesses
• Conducted market research including industry research for potential clients while analyzing past and current PPC and SEO campaigns and strategies

- Offered digital marketing solutions to small and medium-sized enterprises in multiple industries through custom-tailored proposals
- Extensive knowledge on Search Engine Optimization (SEO), Pay-per-Click Marketing (PPC), Email Marketing, & Website Design and Development

Campaign Solutions Intern (Hybrid), Digilant, Boston, MA July 2021 – December 2021

- Analyzed traffic data from multi-channel of digital ads
- Monitored impression delivery and performance of campaigns
- Emailed senior analysts pacing reports daily and joining meetings
- Utilized Demand Side Platforms to track and analyze impressions for webpage advertisements
- Optimized ad campaigns to deliver more impressions and perform better

Remarketing Intern, Advanced Remarketing Services, Middletown, RI September 2020–April 2021

- Writing blogposts on different websites with WordPress
- Assigned multiple car donations to auto auctions
- Used Microsoft Excel frequently to sort through raw data
- Found the cash value of end-of-life vehicles (ELV)
- Gained real-life office experience

Host, Atlantic Grille, Middletown, RI September 2019–December 2019

- Politely welcomed and sat guests at their tables
- Bused tables and maintained front of the restaurant
- Answered phone calls and managed pick-up orders
- Accommodated guests with any issues or concerns
- Helped serve food occasionally

Host, Stephanie's on Newbury, Boston, MA Seasonal 2017–2020

- Greeted and seated customers
- Cleaned and detailed the front of restaurant
- Welcomed customers and made them feel comfortable
- Managed the flow of restaurant traffic & issues

PROFESSIONAL SKILLS

Creativity

- Open-minded, Out-of-the-box mentality, Designed and wrote social media posts & newsletters, Experience using Canva and Adobe Photoshop, InDesign, & Illustrator

Analytical

- Critical thinker, Used a variety of research tools to gauge digital marketing, Good with understanding metrics and trends

Communication

- Works well in teams, Athlete & Hospitality background, Expressive & Collaborative, Experience in client based environment

Tech-Savvy

- Researcher, Troubleshooter, Keeps up with social media, general news & trends, Certified in Word & Excel

Intrapersonal

- Quick learner, Good listener, People-person, Conversational, Ability to deal with different personalities and focus on the task at hand

Time Management & Planning

- Attentive to strict deadlines, Created proposals for potential clients with deadlines, Organized and sent out newsletters & event marketing emails, Scheduled meetings & events

EXTRACURRICULARS & CERTIFICATIONS

Football, Weston Public Schools & Salve Regina University

- Played varsity football for 9+ years
- Developed skills in leadership, teamwork, and accountability while playing

Microsoft Office 2019 Specialist, Word, Excel

- Can type, format, design, and export Word documents
- Experience with using equations and formatting tables and charts on Excel