

Eli Slovin

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EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Bachelor of Business Administration in Marketing

Candidate, May 2024

- Cumulative GPA 3.75; Dean's List All Semesters

EXPERIENCE

The Spoke

Amherst, MA

Director of Marketing and Promotions

February 2024-Present

- Lead and supervise the Marketing and Promotions content team including a photographer, videographer, and social media manager
- Oversee the marketing and promotional material related to The Spoke and Spoke Live while also serving in an on-camera front-facing roll to over 20,000 viewers across multiple platforms
- Develop and maintain critical relationships with customers and university and community partners
- Oversee The Spoke Foundation philanthropic endeavors and events relating to the organization

UMass Athletics

Amherst, MA

In-Venue Host/On-Camera Personality

September 2021-Present

- Served as In-Venue Host/MC at 70+ UMass Athletics events from September 2021-present, including sold-out (9,000+ people) Men's Basketball and Ice Hockey games as well as other special events (annual awards show, welcome-back events)
- Carry out gameday scripts in a smooth, professional, and entertaining manner through ad-read presentation
- Act in, and produce, and post promotional content for events to be featured on both personal and professional social media platforms

UMass Athletics

Amherst, MA

Marketing Student Assistant/Creative Services Intern

March 2018 - Present

- Work in a high-speed environment where tasks changed with every new play
- Distribute on-camera gameday content to over 30,000+ students, fans, and followers across social media channels
- Develop and execute creative strategies for improving student and fan engagement with UMass Athletics' programs
- Collaborate with administrators within the athletic department, such as the Director of Athletics on projects

Joe's Albums

Northampton, MA

Store Manager/Operator

June 2022 - October 2022

- Oversee and operate the entire retail operations on days working
- Maintain a healthy and enjoyable environment for customers by keeping the store clean and organized while curating albums to meet the vibe of the store that day
- Manage an inventory of over 7,000+ items (vinyl, apparel, CDs, record players)
- Execute all shipping and receiving orders through the Shopify point of sale system

Dunkin'

Western MA

Social Media Influencer

May 2023 - December 2023

- Post original content relating to assigned product campaigns to personal social media accounts (@EliSlovin on Instagram)

ACTIVITIES

Isenberg Senior Gift Committee

September 2021 - Present

- Interact with students, alumni, faculty, staff, and donors to increase engagement and provide a student perspective on giving
- Increase philanthropic support for Isenberg amongst students having raised over \$7000 as of April 2022

Boston Calling Street Team

January 2022 - Present

- Promote one of the top music festivals both nationally and in the Northeast
- Have hung up over 150+ posters and handed out 75+ flyers to date across Massachusetts
- Plan, organize, and execute the posting of festival related content across multiple platforms garnering over 100,000 impressions across multiple platforms such as TikTok, Twitter, Instagram, and Snapchat

SKILLS

Computer: Proficient in WordPress; Canva; Google Suite; Microsoft Excel, Word, PowerPoint; SimpleCrew; Shopify