

Marjorie Bates

mbates@bates.edu | (617) 997 5428

EDUCATION

Bates College, Lewiston, ME

Expected May 2024

Bachelor of Arts: Sociology, Minor: Education Studies, Concentration: Class, Inequity, Poverty, and Justice

GPA: 3.76

ACADEMIC PROJECTS

Future Digital Marketing Agency, Digital Marketing Class

Spring 2023

- Led a team to create a digital marketing agency for sustainable brands
- Developed and designed a brand, website, and logo; launched a Google ad campaign
- Utilized data analytics; conducted interviews to create buyer personas

RELEVANT EXPERIENCE

Marketing and Mentorship Fellow, Bates College Center for Purposeful Work

Summer 2022

- Coordinated all aspects of 8-week Instagram “day-in-the-life” series from recruitment to posting in order to promote the work of 12 Bates student interns to audiences internal and external to the college
- Developed framework for innovative reflection opportunity and marketing strategy via student blog posts
- Managed cohort of 15 peers participating in the Purposeful Work summer internship program across industries, creating curriculum for and facilitating reflective discussions weekly throughout the summer via Zoom

Communications Committee Leader, Bates College COVID-19 Peer Response Team

Fall 2021 - Spring 2022

- Strategized effective translation of school and state public health policies into accessible, student facing communication campaigns, norming campus participation in good public health practices to prevent the spread of COVID-19
- Lead the marketing/communications committee, managing production of weekly newsletters, Instagram posts, and print material among a twenty-member student working team
- Moderated events with Bates administration including two Instagram live Q&As with the Vice President of Student Life

Digital Marketing Intern, Bates College Center for Purposeful Work

Winter 2021 - Spring 2022

- Worked closely with Coordinator of Marketing, Operations, and Outreach to develop marketing strategies which effectively engage students in the Center, produced and scheduled emails, and curated the Center’s Instagram to promote events and publicize employment deadlines among the Bates student body

Marketing Intern, Stix

Spring 2021 - Fall 2021

- Assisted in social media marketing through identifying like-minded businesses for potential collaborations, increased number of followers and engagement through interacting with the Instagram community
- Researched and wrote blogs and social media posts to educate members of the Stix community and attract new customers

Summer Analyst, Learn Launch Accelerator

Summer 2021

- Supported LearnLaunch portfolio companies on various marketing projects including a blog post featuring two alumni focused on special education and COVID-19, researched and wrote a promotional newsletter covering the launch of an education portal, and supported LearnLaunch on all marketing activities including the newsletter, website, and social media

COMMUNITY ENGAGEMENT

- Afghan Placement Assistance (APA) Program Assistant, Maine Immigrant and Refugee Services Winter 2023 - Present
- Literacy Teacher’s Assistant, Lewiston Middle School Winter 2023 - Present

SKILLS AND INTERESTS

- Proficient in Spanish
- Proficient in Canva, Mailchimp, WordPress, Wix, Typeform, Salesforce Qualtrics, NVivo, SPSS