

Marjorie Bates

mbates@bates.edu | (617) 997 5428

EDUCATION

Bates College, Lewiston, ME

Expected May 2026

Bachelor of Arts, GPA: 3.76, Major: Sociology, Minor: Education Studies, Concentration: Class, Inequity, Poverty, and Justice

IES Abroad, Madrid, Spain

Spring 2025

Coursework included: Political Structure of Modern Spain, European Political Movements & Ideologies (all courses in Spanish)

ACADEMIC PROJECTS

Future Digital Marketing Agency, Digital Marketing Class, Bates College, Lewiston, ME

Fall 2025

- Led a team of five peers to create a fictional 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, Lewiston, ME

June 2025 - August 2025

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

Digital Marketing Intern, Bates College Center for Purposeful Work, Lewiston, ME

January 2022 - May 2023

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

Remote Marketing Intern, Stix, Elgin, IL

January 2022 - December 2022

- Assisted in social media marketing through identifying like-minded businesses for potential collaborations; increased number of followers and volume of engagement through interactions 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, Boston, MA

June 2022 - August 2022

- 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; supported LearnLaunch with all marketing activities, including the newsletter, website, and social media

COMMUNITY ENGAGEMENT

- **Afghan Placement Assistance Program Asst, Maine Immigrant/Refugee Services**, Lewiston, ME January 2025 - Present
- **Literacy Teacher’s Assistant, Lewiston Middle School**, Lewiston, ME January 2024 - Present

ATHLETICS

Bates College Women’s Varsity Rowing, Lewiston, ME

September 2022 - Present

Voted Team Captain by teammates for 2025-26 season

- Dedicate 30+ hrs/week to training, new member onboarding, managing team funds, team training sessions (Green Dot, Title IX, Nutrition), winter training planning and execution, and liaising between coaches and athletes

SKILLS & INTERESTS

Language: Proficient in Spanish

Technical/Programming: Proficient in Canva, Mailchimp, WordPress, Wix, Typeform, Salesforce Qualtrics, NVivo, SPSS

Interests: Technology trends, business history, architecture, interior design, ice fishing, long-distance running, CrossFit