

PARKER A. HOYT

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OBJECTIVE

To obtain a marketing CO-OP position, starting in May of 2024.

EDUCATION

Rochester Institute of Technology | Saunders College of Business | Rochester, NY

Bachelor of Science in Marketing (Expected Dec. 2024) | Minor: Accounting | Immersion: ASL & Deaf Culture Studies

Cumulative GPA: 3.62

- Relevant Courses: Principles of Marketing, Digital Marketing, Consumer Behavior, Business Ethics, Operations Management, Organizational Behavior, Global Business Environment, and Public Speaking

PROJECTS

Saunders College of Business | Principles of Marketing | Marketing Plan for Burger Rings

- I and four others researched a foreign product, which we developed a marketing plan to introduce it to the American market. We found “Burger Rings,” an Australian snack with a Funyuns-like texture, tasting like a burger with hints of tomato, cheese, and barbecue sauce. I organized the PowerPoint presentation, situation analysis, product plan and schedule.

SKILLS

- Soft-Skills, Detail-Oriented, Microsoft Office, Writing, Multitasking, Self-Starter, Collaboration, Branding, Product Marketing, Digital Marketing, Content Strategy, Marketing: Strategy, Operations, Research; Project Management, Proficient in ASL

EXPERIENCE

Rochester Institute of Technology | RIT 365 Peer Facilitator | August 2023 - Present

- Worked alongside a staff member to develop and facilitate interactive dialogue activities for a class of 22 students.
- Supported students to build: their community, connections, and self-reflection throughout the semester.
- Met with each first-year student to discuss their success and guided them in meeting their goals.

DiBella’s Italian Market/Subs | Shift Manager | May 2023 – Present

- Communicate with employees to ensure a pleasant and satisfactory service for all customers.
- Manage and oversee between 8-12 employees at one time for 6+ hours daily.

Dibella’s Italian Market/Subs | Crew Member | April - 2019

- Collaborated with managers and fellow team members to build subs and efficiently process customer transactions at the register.

LEADERSHIP

RIT Bowling Club Team | Treasurer | August 2022 – Present

- Create and configure a \$30,000+ team budget alongside brainstorming and organizing fundraising events.
- Book lodging for at most 32 team members along with 7 coaches for long distance tournaments and reimburse gasoline usage.