

Mia Masessa

Miamasessa@gmail.com | 908-507-6429
Belle Mead, New Jersey 08502

Education

James Madison University, Harrisonburg, VA
Bachelor of Business Administration: Marketing

Graduation Date: 5/2025
GPA:3.3

Experience

Marketing Intern – JMU Office of Admissions, Harrisonburg, VA 1/2025-present

- Develop social media posts for platforms to engage prospective students.
- Analyze the effectiveness of email campaigns and create new ones using Salesforce.
- Conduct research on competitor institutions' admissions marketing strategies.

Marketing Project Management Intern – Lumen Technologies, Remote 5/2024-8/2024

- Proficient use of Adobe Workfront to coordinate marketing campaigns and project timelines across multiple teams. Ensure deliverables were met on time or ahead of schedule.
- Support step-by-step development and execution of company initiatives across various channels including social media, email, and digital advertising.
- Partner with cross-functional teams including design, content, and sales to ensure cohesive marketing efforts.

Business Intern - To The Point, Princeton, NJ 5/2023-8/2023

- Create digital marketing plans and communications including organizing events, website updates, social media editorial calendars and messaging.
- Consolidate notes from executive meetings; design customer facing presentations.
- Project leader; create and delegate responsibilities across different teams.

Activities

Women in Business Club 12/2023-present

- Participant in JMU club which works on projects based on merging business and technology.

EY Expedition Member 2/2023-6/2023

- Selected for a diversity focused technology training. Top 15% of participants for engagement.

Alpha Sigma Alpha Member, Harrisonburg, VA 9/2021-present

- Finance Committee Lead

Skills and Interests

Project Management, Adobe Workfront, Salesforce, Power BI, R Studio, MS Word,
MS Excel, Google Suite, Canva, Digital Marketing