**Eleanor (Ellie) Shiveley**

**Oakton, Virginia**

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**EDUCATION**

**James Madison University Harrisonburg, VA**

Bachelor of Business Administration: Marketing  *Graduation: May 2025*

Concentration in Digital Marketing

Minor in Computer Information Systems

Cumulative GPA: **3.5**/4.0

Dean’s List (All semesters)

**University of Antwerp Antwerp, Belgium**

*Study Abroad Program**May 2023- August 2023*

* Participated in a 3-month study abroad program in Antwerp, Belgium with James Madison’s College of Business, which included the subjects Operations, Management, Marketing, and Finance. Additionally, I earned a concentration in European Business.

**WORK EXPERIENCE**

**Leidos Reston, VA**

*Business Development, Proposal Operations Intern June 2024 – August 2024*

* Assist in the preparation and organization of proposals by analyzing data, creating spreadsheets, and utilizing Excel to ensure accurate and timely submissions
* Collaborate with team members to support the proposal process, contributing to the development of comprehensive and competitive proposals for government contracts

**James Madison University, College of Business Harrisonburg, VA**

*Madison Peer Advisor Student Assistant January 2024 – May 2025*

* Guide fellow students with major/minor changes as well as academic requirements
* Assist students in navigating various academic topics
* Create digital posts to market business school events organized by the advising team

**SODEL Concepts, Matts Fish CampBethany Beach, DE**

*Carry-out, Host, Busser May 2022 - August 2022*

* Assisted customers at the takeout window by answering calls, taking orders, and packaging food in a timely and professional manner
* Developed essential life skills and customer service expertise
* Collaborated with diverse restaurant teams and adapted to various customer behaviors
* Operated POS terminals to enter orders, swipe credit cards, and handle cash

**Clickthrough Technologies Oakton, VA**

*Social Media Coordinator/Fan Mail Coordinator June 2020 - August 2021*

* Assisted Stephen Sharer (12+ million followers) and Grace Sharer (3+ million followers) coordinate weekly content strategies and social media posts through regular communication with the company manager
* Actively contributed as a videographer in three weekly video productions, acquiring proficiency in camera equipment operation
* Efficiently managed fan mail, handling approximately 500 letters per week, responding to emails, maintaining a comprehensive database, and conducting data analysis

**ACTIVITIES AND HONORS**

**Mu Kappa Tau, National Marketing Honors Society Harrisonburg, VA**

*Member October 2024 – May 2025*

• Recognized for being among the top 20% of marketing students at James Madison University

• Achieved membership in Mu Kappa Tau by maintaining a cumulative GPA of 3.25+

**American Marketing Association Harrisonburg, VA**

*Member August 2023 – May 2025*

•Engaged in AMA, a student-led nonprofit fostering future marketing professionals through knowledge, skills, and connections

**Scratchpad Harrisonburg, VA**

*Member* *August 2023 – May 2025*

•Engaged in a student-run advertising agency, actively contributing to strategic marketing campaigns and creative projects

**Women in Business Harrisonburg, VA**

*Member December 2021 - May 2025*

• Support and encourage women pursuing careers in business

**Alpha PhiHarrisonburg, VA**

*VP of Health, Wellness, and Accountability November 2021 – December 2024*

• Foster relationships with like-minded women, promoting shared values and goals

• Dedicate to fundraising for women's heart health initiatives

**Twins For Toys Oakton, VA**

*Founder December 2019 - December 2020*

• Collaborate with United Airlines Fantasy Flight program to raise funds and collect toys for terminally ill children

• Design a successful social media campaign for the toy collection at Dulles Airport

**OTHER**

**Skills:** Artificial intelligence, Power BI, Python, Thonny, RStudio, Microsoft Office, Communication Skills, Google analytics