

Elizabeth Chester

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EDUCATION

Bachelor of Business Administration in Marketing

Hofstra University, Zarb School of Business

December 2025

Hempstead, NY

GPA: 3.74, Honors College, Deans Business Scholar, Dean's List (Fall 2025, Spring 2025, Spring 2024, Spring 2023, Fall 2022)

MARKETING EXPERIENCE

Social Media Intern

Zarb School of Business

September 2025 - December 2025

Hempstead, NY

- Increased student interaction on Instagram & Facebook through strategic, always-on content creation
- Utilized audience understanding to craft compelling messages adapting content to specific platforms
- Developed a detailed weekly/monthly integrated content calendar marking events, editing, and posting days
- Monitored analytics across platforms to optimize campaign effectiveness and increase brand awareness

Retail Coordinator

The Zarb Store

September 2024 - December 2024

Hempstead, NY

- Oversaw team of **8** marketing interns in executing social media campaigns and leading successful projects involving online content creation and market research analysis
- Enhanced customer experience by implementing innovative signage, experimenting with floor plans, conducting role-playing exercises and workshops for sales training, and incorporating visual merchandising strategies
- Collaborated with the Strategic Coordinator and Digital Marketing Director to coordinate activities and promotion
- Communicated with **3** departments, such as Finance to facilitate store discounts, Management to monitor intern progress and compliance and Accounting to ensure accurate inventory counts

Assistant Manager Sales Trainer | Assistant Marketing Manager

The Zarb Store

September 2023 - May 2024

Hempstead, NY

- Trained **7** sales interns on adapting customer service skills and interacting with different customers
- Elevated brand awareness and intern engagement through the strategic curation and upkeep of a content calendar
- Supervised smaller team of **5** interns and communicated through email and in person meetings
- Managed and reviewed content from interns to be posted to social media platforms such as Instagram and LinkedIn

SKILLS

Social Media Marketing, Email Marketing Skills, SEO, Digital Marketing, Creative Writing Skills, Google Suite Skills, Canva Design Skills, Excel and PowerPoint, Conversational Spanish Skills

DIGITAL MARKETING PROJECTS

Undergraduate Research Day

Participant

September 2024 - December 2024

Hempstead, NY

- Researched the social media engagement and digital presence of Crumbl Cookie using a SWOT analysis to identify strengths and weaknesses within their business model
- Created a sample search advertisement by utilizing a variety of digital marketing tools such as SEMrush and Google ads
- Presented findings to Hofstra faculty and administrators during poster session at Undergraduate Research Day

Capital Campaign Project

Participant

September 2024 - November 2024

Hempstead, NY

- Collaborated with a group of **5** students to create a digital marketing strategy for Hofstra University's Capital Campaign
- Analyzed University website to identify strengths, weaknesses, and key areas for improvement to enhance digital presence

LEADERSHIP AND ACTIVITIES

Business Statistics Tutor

Zarb School of Business

September 2025 - December 2025

Hempstead, NY

- Tutored business students to sharpen their skills and knowledge of business statistics

Outreach Chair

Hofstra's American Marketing Association

August 2025 - December 2025

Hempstead, NY

- Engaged with up to **15** alumni to orchestrate **2** guest speaker events using email, phone, & social media outreach