

# Elizabeth Chester

Syosset NY 11791 | 516-972-1206 | elizabethchester10@gmail.com

## 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