

Elizabeth Chester

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EDUCATION

Bachelor of Business Administration in Marketing

Hofstra University, Zarb School of Business

GPA: 3.74 | Honors College | Dean's Business Scholar | Dean's List

December 2025

Hempstead, NY

MARKETING EXPERIENCE

Marketing Analyst Intern

Allegiant Health

March 2026 - June 2026

Deer Park, NY

- Managed **30+** TikTok affiliates weekly, negotiated creator contracts, and reviewed **40+** promotional videos to boost high-performing content and drive conversions
- Led Gen Z field research and competitor analysis to uncover sentiment, purchase drivers, and key product selling points
- Collected, edited, and optimized organic and scripted social content to increase brand awareness and set product expectations
- Used Excel to analyze creators, storylines, and campaigns to prioritize high-ROI marketing initiatives

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

Assistant Marketing Manager

The Zarb Store

January 2024 - May 2024

Hempstead, NY

- Oversaw team of **7** marketing interns in executing social media campaigns and leading successful projects involving online content creation and research analysis
- Elevated brand awareness and intern engagement through the strategic curation and upkeep of a content calendar
- Managed and reviewed content from interns to be posted to Instagram and LinkedIn

SKILLS

Social Media, Adobe Express, SEO, Digital Marketing, Google Suite, Microsoft Suite, Canva, Conversational Spanish

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
- Created a sample search advertisement using SEMrush and Google Ads
- Presented findings to Hofstra faculty and administrators

Capital Campaign Project

Participant

September 2024 - December 2024

Hempstead, NY

- Collaborated with 5 students to create a digital marketing strategy for Hofstra Universities Capital Campaign
- Analyzed the University website to identify areas for improvement and enhance digital presence

LEADERSHIP AND ACTIVITIES

Outreach Chair

Hofstra's American Marketing Association

August 2025 - December 2025

Hempstead, NY

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