

Brooke Beckwith

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EDUCATION

Clemson University, Clemson SC

Master of Science Degree in Marketing
Current GPA: 3.80/4.00

June 2024 - May 2025

Bachelor of Science Degree in Marketing
GPA: 3.41/4.00

Aug 2021 - May 2024

PROFESSIONAL EXPERIENCE

BOH Ventures

Jan 2025 - May 2025

Intern

- Collaborating on the development of innovative service design strategies for the Botany Bar and Bottle Service project, ensuring seamless customer experiences
- Supporting research and analysis to identify market trends, target audiences, and opportunities for enhancing service delivery and customer engagement

HOTWORX, Clemson SC

Aug 2024 - Present

Sales Associate

- Manage social media accounts to boost brand awareness and attract new members
- Increase membership sales through strategic consultations, personalized recommendations, and consistent follow-up communication
- Collaborate with management to analyze membership trends, identify sales opportunities, and implement effective marketing strategies

Pinehurst Country Club, Pinehurst NC

June - Aug 2022

Server

- Responsible for taking customer orders and ensuring customer satisfaction
- Suggest daily specials and discounts to successfully upsell limited-time food products

CoolSweats

July 2020 - July 2021

Sales Associate

- Assist customer needs, providing them with excellent customer service while upholding brand standards
- Process payments and handling cash and credit transactions
- Maintain inventory and curated displays of rotating seasonal pieces throughout store

CERTIFICATIONS

- CITI Program Certification in Human Subjects Research - Social and Behavioral Science
- Canva Essentials Certification
- Google Ads Display
- Hootsuite Social Media Marketing
- Hootsuite Platform

SKILLS

- Microsoft PowerPoint & Excel.
- Adobe Illustrator & Photoshop
- Canva
- Jamovi
- SPSS

EXPERIENTIAL COURSEWORK

- Programmatic Advertising | Simply Massage
 - Developed a strategic programmatic ad campaign for Simply Massage using Basis, leveraging audience segmentation, geographic targeting, and scheduling tactics like dayparting and frequency capping to optimize ad placements and align with consumer behavior patterns.
- Brand & Digital Strategy | Kodiak
 - Created paid social video and image examples to bring Kodiak's ESG messaging to life, translating strategic insights into engaging, shareable content presented at the FRESH Sustainability Summit as part of a Clemson marketing practicum.

LEADERSHIP AND DEVELOPMENT

GirlUp Greenville

Philanthropy Chair

- Organized and led my sorority's involvement in a philanthropy dance event, contributing to a collective effort that raised over \$20,000 to support programs for young women, including after-school initiatives, academic aid, and transportation, showcasing strong leadership, collaboration, and initiative.