

Macy Wallace

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EDUCATION

University of Miami

Coral Gables, Florida

Bachelor of Business Administration in Marketing, Entrepreneurship

Expected May 2025

- **Honors:** National Society of Leadership and Success
- **Service and Spirit Scholarship Award:** Friends of Charles Van Fossen & James Freeman Award
- **Relevant Coursework:** Marketing Research & Marketing Analytics, Cases in Marketing Analytics, Digital Marketing, Luxury Marketing, Marketing for Entrepreneurship, Marketing Management, Professional Selling, Fundamentals of Finance, Managerial Accounting, Principles of Financial Accounting, Quantitative Applications in Business, Intermediate Business Statistics, Business Analytics, Business Technology and Innovation, and Entrepreneurship Consulting

EXPERIENCE

4-Year Furnish

Miami, Florida

Founder and CEO

February, 2023 – Current

- Lead team operations, digital marketing, and Shopify website and e-commerce development, preparing for a seamless launch
- Establish logistics partnerships and secure a delivery service to drive growth
- Conduct market research and plan campaigns to boost brand awareness in the university community
- Recruit team and coordinate launch events to ensure a successful brand debut and engagement

Ocean Casino Resort

Atlantic City, New Jersey

Marketing Intern

May 2024 – August 2024

- Collaborate with influencers on the social media team to enhance brand visibility and engagement
- Attend and network at the Best of Philly Soiree, gaining valuable industry insights and connections
- Gain hands-on experience in event marketing, influencer partnerships, and campaign planning
- Present capstone project on ShopOcean and the Marketing Calendar to showcase strategic planning

Bausch + Lomb

Bridgewater, New Jersey

Pharmaceutical Sales Operations Intern

June 2023 – October 2023

- Support daily operations of a pharmaceutical sales team by handling data entry, Salesforce communications, and assisting with marketing and management planning
- Shadow a pharmaceutical sales representative in the field to gain hands-on experience in client relationship management
- Collaborate with the marketing team to support the product launch of Miebo, contributing to campaign planning and execution

Tommy Meehan Photography

Philadelphia, Pennsylvania

Social Media Manager/Marketing Specialist

December 2018 - October 2022

- Create engaging Instagram and TikTok posts and stories to promote Tommy Meehan Photography
- Build online connections with potential clients and guide them through booking sessions
- Develop and recommend trendy advertising ideas to enhance social media presence

SKILLS & ACTIVITIES

Skills: Proficient at Microsoft Apps, FluidUI, Social Media, Shopify, and Spanish; Google Certified

Activities: Women in Business, UCatholic, and Fostering Animals through Miami-Dade Animal Shelter

Interests: Dancing, Traveling, Snowboarding, Cycling, Social Media, Reading, and Start-up Building

