

# Jaden Kaplowitz

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## EDUCATION

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### University of Miami Herbert Business School- Coral Gables, Florida

Bachelor of Business Administration Major in Marketing, Minor in Management

Expected May 2026

- **GPA:** 3.8 / 4.0; **SAT:** 1400. **Honors:** Provost's Honor Roll, Honor Roll

**Relevant Coursework:** Foundations of Marketing, Digital Marketing, Retailing, Marketing Research & and Market Analysis, Professional Selling, Fundamentals of Finance, Managerial Accounting, Principles of Financial Accounting

## WORK EXPERIENCE

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### Cerity Partners – New York City

Hybrid

M & A Marketing Intern

May 2025 – August 2025

- Developed marketing assets and strategy recommendations for the Venture Capital and Wealth Management Teams, including a 2026 marketing plan, competitive research, awards/PR opportunities, paid media options, and potential conference attendance, etc.
- Executed rebranding efforts for digital platforms (e.g. Blog Medium Page, PowerPoint decks) aligning content and visuals with Cerity Partners' brand standards
- Created key internal toolkits and Standard Operating Procedures to support merger communications, including client messaging guide and mass email protocols
- Created advisor marketing playbooks used to guide advisors on business development techniques
- Enhanced website SEO through meta description optimization
- Built new and updated website content including practice marketing pages and new colleague bios • Created multiple presentations in PowerPoint used to communicate internally

### The Pink Lemonade Stand Challenge

Remote

Marketing and PR Intern

May 2024 – September 2024

- Conducted market research to determine the target audience and the most effective ways to promote breast cancer awareness
- Created social media content on both Instagram and TikTok to raise awareness of the cause
- Researched and reached out to various corporations to form partnerships with and organize events
- Met with interns periodically to discuss market research findings and brainstorm ideas to increase awareness

### Anthropologie

Woodcliff Lake, New Jersey

Sales Associate

May 2024 – August 2024

- Communicated with customers to understand their needs and provide a positive shopping experience
- Organized store product layouts to showcase select merchandise which effectively moved older inventory and higher dollar value items

### Kaplowitz Consultants

Upper Saddle River, New Jersey

Sales Assistant

May 2023 – August 2023

- Coded customer orders through the company website to ensure all phone orders were recognized and fulfilled

- Marketed company products by sending out brochures and samples to promote product awareness
- Assisted in accounts receivable collections to settle outstanding balances and increase cash flow

### **ACTIVITIES, AWARDS, INTERESTS & SKILLS**

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**Activities:** Member of the American Marketing Association, Member of Zeta Tau Alpha Sorority, Volunteer at the Valley Chabad, DECA Volunteer

**Awards:** Received first place on Shared Services Project at Cerity Partners, Awarded second place at the NJ DECA State Conference in 2020 and fourth place in 2021

**Interests:** Graphic Design, Writing, Fitness

**Technical Skills:** Proficient in Microsoft Excel, PowerPoint, Illustrator, and Word