

# MARN

# MAXWELL R. NELSON

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## EXPERIENCE

### Social Media Marketing/Web Design Intern

Tribeca Digital/My Showdown • New York, New York • Summer 2017

- Reported to the Director of Marketing, responsible for selecting engaging topics and increasing users for MyShowdown, an up and coming online crowdsourced debate platform
- Utilized targeted Facebook advertising to expand user base from zero to over 8,000
- Tracked website activities using Google Analytics and Crazy Egg

### Student Customer Support Specialist

SIDEARM Sports • Syracuse, NY • October 2015 - Present

- Aid clients via phone and email
- Provide timely support for technical and customer support issues
- Complete administrative duties on the webserver

### Founder

Allora, LLC • Cedar Knolls, NJ • August 2017 - Present

### Instructor

iD Tech Camp • Montclair State University • Summer 2015

- Taught students technology and creative thinking
- Created an engaging learning environment
- Supervised a group of students
- Fostered a fun and safe environment for students

## EDUCATION

### Syracuse University

Syracuse, NY - May 2018

### B.S. in Information

Management & Technology

Minor: Entrepreneurship & Emerging Enterprises

Major G.P.A.: 3.7

Cumulative GPA: 3.2

### Abroad Experience:

Fall 2016 - Florence, Italy

### Activities:

- Member of Couri Hatchery for Entrepreneurship
- Peer advisor for iSchool
- TA for a front-end web design course

## SKILLS

### Languages:

- English: Fluent
- Italian: Proficient

### Technology:

- Microsoft Suite
- Sketch
- Facebook Ads
- Google Analytics
- Crazy Egg
- HTML
- CSS
- Javascript
- SQL
- Swift