

Jennifer Seabra
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EDUCATION

University of Maryland, College Park, MD

2016-2020

Robert H. Smith School of Business

BS in Marketing

GPA: 3.2/4.0

Academic Honors, Spring 2020

PROFESSIONAL EXPERIENCE

IEC Partners, Newton, MA

December 2020-Present

Marketing Consultant (Part-time)

- Work on multiple teams to create marketing materials for clients such as sales pitch presentations and social media/website content in order to generate leads, land new clients, and create brand awareness
- Attend and participate in weekly team meetings and client meetings along with preparing materials for weekly meetings
- Collaborate with team members to create and execute marketing strategies for our clients

BASE, LLC, York, PA

June 2019-June 2020

Marketing Intern

- Conducted market research with the dual goal of identifying new properties and gaining data and insights on current and past tenants and properties
- Leveraged real estate rental platforms such as Vrbo and Airbnb to reach a new set of consumers using the data gained from market research

Westfalia Technologies Inc., York, PA

Summer 2018

Purchasing, Human Resources, and Finance Intern

- Worked on a 5-person team responsible for all tracking and purchasing of domestic and international supplies
- Collaborated in a 2-person team to implement a new Information Management System with the goal of optimizing efficiency and digitizing company processes to create synergy between all departments
- Interfaced and communicated on a daily basis with over 400 vendors (both domestic and international) to acquire and manage inventory
- Leveraged excel to develop and analyze expense and international importing reports and trade-war plans to gain a better understanding of company procedures and resulting financial performance

CAMPUS AND COMMUNITY INVOLVEMENT

Delta Phi Epsilon Sorority, Inc.

January 2018-February 2020

Diversity and Inclusion Chairperson & Sexual Assault Committee Member

- Worked as part of 15-person group to coordinate a fundraiser resulting in over \$8,000 for Anorexia Nervosa and Associated Disorders and \$10,000 for Cystic Fibrosis
- Attend yearly recruitment events to build our organization and effectively convey our values
- Attend bi-weekly diversity and inclusion meetings to brainstorm and implement plans to bring all four Greek councils together

ADDITIONAL SKILLS AND INTERESTS

- Bilingual – English and Portuguese with native proficiency (Brazilian and German dual-citizenship)
- Proficient in Microsoft Office
- Attended Brown Brothers Harriman's Next Generation Summit to expand my knowledge of investing, banking, entrepreneurship and philanthropy
- Interests: digital marketing, strategic design, strategic marketing, and public speaking

CERTIFICATIONS

- Google Analytics for Beginners (March 2020 – March 2023)