

# SHEA HAMMOND

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## PROFILE

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Proactive self-starter and business leader with the ability to manage multiple priorities in a fast-paced environment. Significant advanced academic work in the most recent and relevant marketing practices, combined with extensive research and analytical skills based on seven years of experience in business and finance analytics. The combination of this unique skill set has prepared me to leverage emerging technologies, validate their efficacy and efficiency, and choose the appropriate marketing channels to support your campaigns, strategies, and plans.

Core competencies include:

- Brand management
- Interpersonal & communication skills
- Search engine optimization
- Search engine marketing
- Project management
- Custom relationship management

## EDUCATION & TRAINING

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**Carroll School of Management, Boston College** 2016 - 2019  
Master of Business Administration

**Emerson College** 2014 - 2015  
Marketing/Branding Professional Program  
Building Powerful Brands  
Integrating the Marketing Message

**Merrimack College** 2008 - 2012  
Bachelor of Science in Business Administration  
Achievements: Dean's List, O'Brien Scholarship, Military Yellow Ribbon Scholarship

### Additional Certifications

- Dale Carnegie Institute: Effective Communications & Human Relations, Skills for Success (2014)
- Hubspot: Social Media Certification (2019)
- LinkedIn: Product Marketing Foundations (2019)

## WORK

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### *Employment*

<b>Boston College Center for Retirement Research</b> Research Associate	Chestnut Hill, MA 2017 - Present
<b>Partners Healthcare</b> Administrative Assistant	Boston, MA 2015 - 2016
<b>United States Air Force</b> Financial Analyst	Bedford, MA 2010 - 2014

### *Skills & Experience*

#### **Marketing Strategy & Planning Development**

In my academic pursuits at one of the nation's top MBA programs, my singular focus was on marketing. These three years of professional development allowed me to learn about the most successful and emerging marketing practices and tools in a rapidly changing digital environment. I had the opportunity to study proven brand management strategies and tactics, participate in an extensive number of case studies on marketing successes and failures, and develop team driven marketing campaigns, strategies, and plans.

#### **Research & Analysis**

Three years of experience serving as a member of a five-person research team at the Boston College Center for Retirement Research has enhanced my ability to lead a marketing team that is based on data-driven results. My experience in conducting analytic research to determine the successful performance of client pension plans in comparison to peer organizations has taught me the power of measuring key performance indicators and the value of data-driven research. My daily review of annual financial reports at Boston College to identify key performance indicators built on my previous four years of work at the Department of Defense as a Financial Analyst has sharpened my analytical skills, attention to detail, and understanding of client-driven work.

#### **Digital Marketing Tools**

Digital marketing is now an essential component of any marketing strategy. Very few marketing leaders have a working knowledge of these critical tools, and few understand how to analyze the data or choose the tools required to collect the information necessary to prepare marketing plans or strategies. I have supplemented my rigorous academic work at Boston College by taking courses at Emerson College and completing courses in digital social media, product marketing foundations, search engine optimization, and project management.

## REFERENCES

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Furnished upon request