



Holden Snyder

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Objective

May 2016 graduate of Penn State interested in obtaining a career in marketing, bringing creativity and knowledge of social media and communication to contribute in generating new ideas and innovative solutions.

Education

Pennsylvania State University- The Behrend College

Aug. 2012 – May 2016

Erie, PA

BS, Marketing (Major), Social Media (Certificate)

Relevant Coursework: Marketing Research, Public Relations, Media Effects,
Website Design, Entrepreneurship, Graphic Design,
Advertising

Projects: Completed a full semester marketing research project on social capital
for Rotary Club of Erie

Produced creative advertisements for Nurtured by Design as they
expanded from B2B to B2C.

Jamestown Community College

Aug. 2012 – May 2014

Jamestown, NY

AS, Business Administration

Relevant Coursework: Marketing, Business, Writing, Computer Science

Randolph Jr/Sr High School

Sept. 2008 - June 2012

Randolph, NY

Advanced Regents w/ Honors

National Honor Society

Government Intern program



Experience

Macy's

Nov. 2014 – Current

Sales (Seasonal)

Erie, PA

Interacted with and assisted customers to suggest products and build sales.

Use technology and tools to enhance customer experience

Chautauqua Institution

Summer 2015

President's Cottage (Server)

Chautauqua, NY

Prepare for and serve formal dinner service, with high attention to detail.

Interact with and serve special guests during cocktail hour and receptions.

T. Meyers Enterprises

Aug. 2010 – Oct. 2014

Guest Services Department Manager

Jamesstown, NY

Planned and managed shifts to achieve customer and employee satisfaction.

Developed action plans to drive sales and build the business.

Executed merchandising and local store marketing.

Managed internal communications & produced materials for the organization.

Skills

Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Microsoft Access,

Adobe Photoshop, Adobe Illustrator, Final Cut Pro, News Releases, Social Media,

Dreamweaver, HTML, Communication