

# Caroline Favelson

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## EDUCATION AND HONORS

### Binghamton University, State University of New York

Binghamton, NY

*Master of Business Administration, Concentration in Marketing and Business Analytics*

May 2025

**Cumulative GPA:** 3.54/4.00 | **Dean's List:** Summer 2024, Fall 2024

*Bachelor of Arts in Economics, Concentration in Korean*

May 2024

## PROFESSIONAL EXPERIENCE

### Zeta Global

New York, NY

*Product Manager, CDP+ Intern*

June 2025 - August 2025

- Distilled a complex product concept into a clear, digestible one-pager to support stakeholder alignment and go-to-market planning, while thoughtfully defining key success metrics to ensure clarity and measurable outcomes.
- Engaged in Zeta's intern programming through speaker series and team shadowing while independently networking across departments to better understand company structure, team functions, and growth opportunities.

### ShirtFaced

New York, NY

*Digital & Marketing Strategy Intern*

August 2024 - May 2025

- Drive business expansion and increase brand awareness by developing and brainstorming innovative marketing strategies, identify and capture high-potential prospects to fuel business growth by leading lead-generation efforts
- Optimize project workflows by leveraging Monday.com, a CRM platform, to track progress, manage tasks, and improve team collaboration, analyze market trends and performance metrics to make informed marketing decisions
- Monitor and report on key marketing KPIs such as conversion rates, click-through rates, and customer acquisition costs, making data-driven recommendations to enhance marketing effectiveness resulting in successful marketing campaigns
- Conduct competitor analysis to identify market opportunities and make informed strategic decisions on product positioning and promotional tactics; support customer outreach efforts by managing email lists and tracking responses to optimize engagement; manage paid partnership interface with The Knot to enhance online presence and drive traffic

### Grant Thornton LLP

New York, NY

*Transformation Consulting Intern, Sourcing & Supply Chain*

June 2023 - August 2023

- Simplified certification processes of FDA De Novo Approval and ISO 13485 by designing high-level PowerPoint graphics, gained experience in procurement technologies such as Coupa and NetSuite through calls with professionals
- Enhanced comprehension and retention of key information by transforming the visual format of PowerPoint slides, pursued continuous development of technical skills by studying Excel and PowerPoint during personal time
- Expanded industry connections and fostered valuable relationships with professionals by engaging in proactive professional networking during personal time, proficiently conducted data entry tasks using Microsoft Excel

## LEADERSHIP EXPERIENCE

### Binghamton University Tutorial Services

Binghamton, NY

*Statistics Tutor*

August 2024 - May 2025

- Simplify complex statistical concepts and enhance understanding by providing individualized and group tutoring sessions, guide students in applying statistical techniques to real-world problems resulting in a boost in analytical skills
- Improve students' performance in topics like hypothesis testing, and regression analysis by developing customized learning plans based on student needs, foster student confidence by communicating complex concepts effectively

### Delta Sigma Pi Professional Business Fraternity

Binghamton, NY

*Vice President Of Finance*

June 2022 - May 2023

- Construct a semesterly budget based on historical and projected costs to derive needed funding and adequate cash flow for professional and service events, record all transactions of the chapter to fit the constraints of the budget
- Generate new ideas for alternative methods of fundraising by analyzing fundraisers hosted by competing organizations and identifying trends in student's preferences to boost the organization's financial standing

## PROJECTS

### Predicting Love Island Winners: Logistic Regression Analysis

New York, NY

*Project Leader*

January 2025

- Developed predictive models in R to identify winning couple patterns in *Love Island: UK* by analyzing social media growth, drama, and engagement metrics; effectively communicated results by creating visualizations in Tableau
- Leveraged Generative AI to automate reporting, uncover data-driven insights, and enhance statistical modeling and visualization for strategic marketing analysis

## ADDITIONAL INFORMATION

**Organizations:** Delta Sigma Pi, Economics Club, National Honor Society, English Language Association, LiNK

**Technical Skills:** Microsoft/Google Suite, [SQL, Power BI, Tableau, R, Python, SPSS (all basic)]

**Relevant Coursework:** Data-Driven Marketing, Data Mining, Optimizing Customer Strategy, Spreadsheet Modeling

**Languages:** Conversational in Korean

**Interests:** Myers-Briggs Personality Test, Malcolm Gladwell, Philosophy, Languages, Airline Economics, Fratconomics