

Daniel J. McNulty

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EDUCATION

University of Scranton, Scranton, PA Anticipated Graduation: May 2019

Bachelor of Science - Marketing Major, Spanish Minor

GPA: 3.71

Dean's List: Fall 2015, Spring 2016, Fall 2016, Fall 2017

Marketing Honors Society Inductee: Mu Kappa Tau is achievement based and recognized by ACHS

Maguire Scholarship: Competitive scholarship program that takes service into consideration

Scranton Emerging Leader: Title given to those who graduate from a rigorous leadership program

Marketing Society Member: Member of a club dedicated to the world of marketing

Manresa Retreat Leader: Led a week long religious retreat based on the life of St. Ignatius

Christian Appalachian Project Volunteer: Helped build homes for communities in Kentucky

St. Joseph's Preparatory School, Philadelphia, PA September 2012 - May 2015

High School Diploma

EXPERIENCE

Sungard Availability Services, Wayne, PA Summer 2018

Customer Experience Intern

- Assisted with the implementation of a customer experience (CX) program using Medallia
- Pre-launch
 - Became certified in Medallia and trained others internally
 - Updated contacts using Salesforce
- Launch
 - Cleaned Excel data and assisted with survey implementation
- Post-Launch
 - Monitored feedback
 - Performed data analysis to communicate systematic themes

Sungard Availability Services, Wayne, PA Summer 2017

Marketing Intern

- Worked directly with Sungard Availability Services global partner marketing, solution marketing and North America field marketing teams
- Analyzed and aggregated targeting data used in demand generation programs
- Supported solution marketing document audits in Community, a marketing knowledge portal and helped overall initiative to revise site navigation
- Provided support to internal solution and competitive intelligence newsletter contributions
- Supported global partner marketing campaigns, including the launch of an Amazon Web Services Marketing campaign
- Created reports and other content using Word, Excel and PowerPoint

The Silent Partner Marketing, Manchester, CT January 2017

Marketing Extern

- Photographed and retouched over 500 photos of students taken at four schools
- Created audience-specific content