

ANDREW PLATT

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EDUCATION

The University of Scranton, GPA: 3.53/4.00 Major GPA: 4.00/4.00 Scranton, PA
Bachelor of Science, Marketing May 2020
Minors: Business Leadership & Business Analytics
BUSINESS LEADERSHIP HONORS PROGRAM April 2018-Present

- Awarded to the top 15 applicants, the Business Leadership Honors Program provides students specialized leadership courses, an intricate mentorship program, and a seminar allowing students to reflect on values presented in daily business conversation.

WORK EXPERIENCE

The University of Scranton Scranton, PA
RESIDENT ASSISTANT August 2018-Present

- Cultivated a community on a floor of first year students
- Planned and executed large scale events for the community to help engage residents
- Maximized use of marketing capabilities to increase attendance for all events

Self-Employed Warren, NJ
GAMING DEVELOPMENT December 2013-Present

- Created an innovative web-based gaming service using social media to promote the qualities that differentiate the platform
- Generated funds to invest in strategic marketing initiatives to target potential clients
- Deployed social media outreach and marketing techniques to nurture existing clients and obtain new clients
- Accumulated over \$250,000 in revenue with a portion of profits allocated to college tuition

MOTION GRAPHICS DESIGNER October 2014-Present

- Advanced into the development of motion graphics utilizing Adobe After Effects
- Established a network for designers to collaborate and create multimedia projects
- Averages \$50/hr utilizing industry leading capabilities in Photoshop and After Effects
- Created a website to maximize clients and revenues: <https://www.opgraphics.co>

PLATTFX May 2018-Present

- Worked to establish a brand for personal and professional growth
- Developed a website to provide an online presence: <https://www.plattfx.com>

Verasoni Worldwide Fairfield, NJ
MARKETING INTERN December 2017-January 2018

- Collaborated with the team to create new still graphics, videos, and motion graphics
- Increased production, streamlined processes, and increased level of overall quality
- Participated in project review meetings to advance work from concept to completion, on-time, and on budget
- Earned valuable experience in a professional marketing firm and manifested a direct offer to return - from the president of the company

ACTIVITIES & SERVICE

The University of Scranton **Habitat for Humanity** Secretary September 2018-Present
- Supported a team to bring people together to build homes, communities, and hope

The University of Scranton **Search Retreat Leader** (86, 87) September 2018-Present
- Led various exercises to aid small and large groups of students in personal development
- Shared personal life experiences that would enable students to reflect during the retreat

The University of Scranton **Business Club** September 2017-Present

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My Story

Starting at the age of 15, I began experimenting with various online platforms. This was the start to my presence in the online gaming market. In the first month of creating a Minecraft Server, with an initial outlay of \$45, I managed to successfully net a profit in excess of \$6,000 with consistent growth. While being so young, I made it a goal of mine to generate enough capital to pay for my college tuition.

While working hard and putting up bids for advertisements ensured revenues would be steady, I felt that more could be done. Building upon the recognition gained from Minecraft, I decided to expand on my interest in the graphic arts. This took my simple static designs to a whole new level as I challenged myself to make a foray into the motion design market. Through the expansion of my services, I flourished in this new community. I take pride in knowing that my work has led to the success of my clients and strengthened their statures in the marketplace.

Through consistent business efforts, I managed to successfully earn enough money to pay for my college tuition all while teaching myself valuable business skills. I continue to run these businesses; however, I have taken a small step back to ensure it does not affect my activity on campus at The University of Scranton.

On campus, I am a resident assistant in charge of encouraging growth for first-year residents. Alongside this, I have led a retreat called Search, which aims to better the whole person in a constantly growing community. I am also a part of the business leadership honors program, a very selective program only accepting the top 15 applicants. This program provides a unique course load with an emphasis on leadership. The program provides a mentor and various faculty and peers that are indispensable in the preparation of taking on the business world.

Being involved has been a positive motivator on my life; I want to continue to do more to help and meet new people. Recently, over spring break, I went on a Habitat for Humanity trip to South Carolina. While being out of my comfort zone, it was one of the best experiences I've had while giving to a community and enjoying the company of a great group of people.

With all these experiences in mind, I would love to continue to develop more unique thoughts as I transition into the business world. I am excited to challenge both myself and others as I continue down this path.