

# Catherine A. Riley

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## Education

**University of New Hampshire**, Durham, NH

**Peter T. Paul College of Business and Economics**

Bachelor of Science in Business Administration, Marketing option

May 2020

GPA: 3.6 - Dean's List, High Honors in Fall 2018, 2019 & Spring 2019

**Hubspot Social Media, Certification**

October 2019

**Saint Anselm College**, Manchester, NH

August 2016 – May 2017

Earned college credit and made Dean's List both semesters

## Marketing Skills & Coursework

- |                                      |                                  |                                          |
|--------------------------------------|----------------------------------|------------------------------------------|
| • Integrated Marketing Communication | • Primary and Secondary Research | • Presentation Development and Execution |
| • Digital & Inbound Marketing        | • Client Relations               | • Content Creation                       |
| • New Product Development            | • Strategic Planning             | • Social Media                           |

## Experience

**Sea Dog Brewing**, Exeter NH

August 2019 – Present

*Support Staff & Hostess*

- Greeted guests and recorded placement for seating in busy, downtown Exeter establishment
- Adapted to a range of responsibilities including setting and bussing tables, monitor overall restaurant for cleanliness in addition to regular hosting duties

**University Housing & Residential Life**, Durham, NH

August 2019 – March 2020

*Woodside's Mailroom Assistant*

- Processed mail both incoming and outgoing for students by following strict guidelines; facilitated check out of cleaning equipment and other items for students to borrow

**Seacoast Science Center**, Rye, NH

May 2019 – August 2019

*Marketing Intern*

- Assisted in the planning and execution of the large fundraising event, Sippin' for Seals
- Built an internal website for the Board of Directors using Google Sites
- Photographed programs/events, e.g., tide pooling and World Ocean Day, for marketing material and social media
- Drafted press releases for summer concert series and published events to online calendars

**Brookdale Spruce Wood**, Durham, NH

October 2018 – April 2019

*Receptionist*

- Performed duties include administrative and clerical support work, such as assembling brochures, making copies needed, and updating residential files
- Acted as an ambassador for visitors and potential residents by answering questions and providing information
- Answered incoming phone calls for the community and directed them to the appropriate person

**Hannaford Co.**, Raymond, NH

July 2014 – February 2019

*Front End Associate*

- Worked the service desk, carried-out lottery purchases, and processed returns, and money orders
- Cleared parking lot and returned shopping carts to the front of the store for customers to use

## Campus Activities & Community Outreach

**Blue Ocean Society**, *Blue Ocean Discovery Center Educator*

June 2019 – August 2019

**Alpha Phi Omega – Service Fraternity**, *Member*

January 2018 – January 2020

**Marketing and Advertising Club**, *Member*

September 2018 – May 2020