

MARK E. TING

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EDUCATION

Bachelor of Arts in Business Administration

May 2027

University of Florida, Gainesville, FL

LEADERSHIP EXPERIENCE

Director of Social Media

September 2026 - Present

American Marketing Association

University of Florida, Gainesville, FL

- Managed content strategy across Instagram and LinkedIn for an audience of 1,500+ followers, developing targeted campaigns that increased member awareness and event participation.
- Increased Instagram engagement by 28% over one academic year through audience analytics, content optimization, and consistent brand messaging.
- Promoted 20+ employer panels, networking events, and professional development workshops annually, contributing to record attendance and member engagement.

PROFESSIONAL EXPERIENCE

Brand Marketing Intern

May 2025 – August 2025

PepsiCo, Purchase, NY

- Analyzed consumer insights from datasets containing 50,000+ customer responses.
- Supported marketing initiatives reaching audiences of 1 million+ consumers.
- Developed performance reports evaluating 10+ promotional campaigns.
- Presented recommendations to cross-functional teams including marketing and sales professionals.

Marketing Assistant

August 2024-Present

Career Connections Center, Gainesville, FL

- Developed performance reports evaluating 10+ promotional campaigns, translating complex data into actionable recommendations for marketing stakeholders.
- Presented findings and strategic recommendations to cross-functional teams including marketing, sales, and consumer insights professionals, supporting data-driven decision-making.

MARKETING PROJECTS

Gainesville Small Business Consulting Project

June 2024

- Conducted competitor analysis of 12 local businesses.
- Developed SEO and content recommendations projected to increase web traffic by 15%.
- Presented findings to business owners and faculty judges.

TECHNICAL SKILLS

- Google Analytics, HubSpot, Canva, Microsoft Excel