

STEVEN CARLINO, MBA

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EDUCATION

CHAPMAN UNIVERSITY, GEORGE L. ARGYROS SCHOOL OF BUSINESS & ECONOMICS

Master of Business Administration

Emphasis: Marketing

MBA Association: Director of Marketing

Orange, CA

Aug 2014 – May 2016

HIGH POINT UNIVERSITY, EARL N. PHILLIPS SCHOOL OF BUSINESS

Bachelor of Science in Business Administration, Marketing

High Point, NC

June 2008 – May 2012

EXPERIENCE

CHAPMAN UNIVERSITY

Graduate Assistant – Career Development Center

Orange, CA

March 2016 - Present

- Oversee 8-week professional development program (Summit Career Institute) by managing 55 students at Chapman University
- Managed special projects for the program and director including research activities, student management, analysis, creation of qualitative and quantitative data.
- Played a major key role communicating with stakeholders across the university.

PACIFIC SUNWEAR

CRM Marketing Intern

Anaheim, CA

June 2015 – Aug 2015

- Assisted and contributed to the launch of the new PacSun loyalty program resulting in 1 million customer registrations in the first 2 months after launch.
- Produced post-launch analytical reports and reporting design using Microsoft Excel and PowerPoint that analyzed the overall loyalty performance and customer experience.
- Utilized email platforms by producing, designing and analyzing marketing materials that assisted in loyalty program communications.

KRAFT SPORTS GROUP – NEW ENGLAND REVOLUTION

Grassroots Marketing Representative

Foxborough, MA

Feb 2014 – July 2014

- Generated sales leads by interacting with patrons and gathering data resulting on average of 60 leads at New England Revolution events and games.
- Managed marketing events throughout New England Area to promote the New England Revolution and Major League Soccer brand to accelerate growth of brand awareness.
- Maintained promotional item inventory for the New England Revolution so that all necessary items were available during all marketing functions.

DOUGLAS LUMBER KITCHENS & HOME CENTER CORPORATION

Sales & Marketing Coordinator

Smithfield, RI

May 2012 – July 2014

- Assisted in developing company marketing plan that focused on the targeting of contractor audience in order to increase revenue and improve company's financial profit.
- Developed and implemented various sales campaigns through the collaboration with various vendors and loyal customers by conducting sales research, product positioning, and sales strategy techniques.
- Updated and optimized social media outlets (Facebook, Twitter, Company website) to inform customers of upcoming events and special deals to help increase knowledge of various products, brand and events.

Assistant Shipping and Receiving Manager

June 2005 – May 2012

- Devised shipping and receiving system to help improve company's profit by implementing and resolving the issue of high shipping costs and other financial variables within the department.
- Instituted tracking devices in company vehicles to help create a safer employee environment and higher efficiency during travel.

AAA SOUTHERN NEW ENGLAND

Publications Intern

Providence, RI

June 2011 – Aug 2011

- Contributed to the AAA monthly publication, *Horizons Newsletter*, by researching articles and various topics related to travel and safety issues to help develop material for later issues.
- Assisted in AAA marketing events by gathering statistics using data of consumers in order to choose winners for different sweepstakes and contests conducted.