

# Chloe Camelio

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## EDUCATION

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### University of New Hampshire - Durham, NH

Expected: May 2022

*Bachelor of Arts: Journalism - Communications*

- Dean's List: Fall 2019, Spring 2019, Fall 2020, Spring 2020, Fall 2021

## WORK EXPERIENCE

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### UNH InterOperability Lab

September 2021 to current

*Sales Development Representative*

- Worked with Technical Sales Executives and the Executive Sales Manager to assist in engaging potential customers and obtained a high-level of understanding of targeted technologies and the UNH-IOL's testing products and services.
- Generated lead pools by leveraging sales enablement tools such as LinkedIn Sales Navigator, Seamless and Salesforce.
- Maintained a complete record of efforts in Salesforce and conducted outbound efforts to qualify new leads through engagement over the phone, video conference and written communication.

### Voice Z Digital

September 2021 to January 2022

*Marketing Strategist*

- Marketing associate at UNH's first student-run digital marketing agency, working with real-world clients on projects varying from logo redesign to data visualization

### The New Hampshire

March 2020 to January 2021

*Staff Writer*

- Contributed to weekly meetings with reporters to brainstorm on succeeding publications and published articles weekly and built written and verbal communication skills.

### UNH Admissions- Durham, NH

October 2020-February 2021

*Administrative Assistant*

- Filtered and analyzed incoming high school transcripts for necessary admission information and gained exposure in processing and converting documents in a timely and efficient manner.

## CAMPUS INVOLVEMENT

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### Marketing and Advertising Club

- Created a marketing plan with team members for local business in the Real-World Business Challenge.

### Women in Business

- Participated in professional development workshops, networking events and community service projects

### Sexual Violence Action Committee of New Hampshire

- Attended weekly meetings discussing and creating real and tangible plans to change sexual assault culture on college campuses

## CERTIFICATIONS

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|-------------------------------|---|------------------------|
| • HubSpot Content Marketing   | • IoT Foundations: Fundamentals             | • Google Analytics 360 |
| • HubSpot Digital Advertising | • IoT Foundations: Standards and Ecosystems | • HubSpot Social Media |
| • HubSpot Email Marketing     | • HubSpot Inbound Marketing                 | • Google Ads Display   |

## RELEVANT COURSES

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|---------------------------------|----------------------------|-------------------------|
| • Introduction to Media Studies | • Introduction to Business | • Healthcare Management |
| • Survey of Marketing           | • Digital Reporting        | • Editing               |