

Mariah L. Christy

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EDUCATION

Bachelor of Science in Business Administration

December 2026

Major: Marketing Management

Shippensburg University of Pennsylvania

Accredited by AACSB International

Honors:

Dean's List: Fall and Winter 2025

Relevant Coursework:

Social Media Marketing

Consumer Behavior

RELEVANT PROJECTS

Social Media Marketing Strategy

Spring 2026

- Manage business account for Impossible Curiosities LLC across Meta Business Suite (Instagram, Facebook)
- Collaborate with owner on team of four students to conduct consumer research and develop marketing strategy and brand voice, design organic and paid social campaign content, leverage SEO and analytics to grow engagement

Mindful Marketing Ethics Challenge

- Worked with team to review proposed influencer marketing strategy and developed FTC compliant approach
- Selected from university amongst 100+ students to present at conference
- Proposed revised framework in front of judges panel and received Second Place

CAMPUS INVOLVEMENT

Member, American Marketing Association, Chapter of Central PA

October 2025-Present

- Attend industry events across Central Pennsylvania
- Collaborate at weekly meetings and gain insight on current marketing trends

Host, WSYC Radio Station

- Arrange discography of appropriate alternative rock songs for public broadcast
- Engage with community and communicate information on local news events

March 2026-Present

ADDITIONAL EXPERIENCE

Server, Texas Roadhouse (Chambersburg, PA)

February 2024-Present

Freelance Designer/Shop Owner, Stuck on Mars (RedBubble)

March 2026-Present

Beauty Merchandise Coordinator, Marshall's (Shippensburg, PA)

November 2023-March 2024

CERTIFICATIONS

Google Coursera Certificates

- *Digital Marketing & E-Commerce* *2024*
- *Attract and Engage Customers with Digital Marketing* *2025*

SKILLS

- Multi-Platform Social Media Management (Meta, TikTok)
- Canva Design
- Visual Merchandising
- Microsoft Excel
- Video Editing Software (CapCut)