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# BENJAMIN BOCZULAK

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## EDUCATION

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Miami University – Farmer School of Business, *Oxford, OH*  
GPA: 3.84, Dean's List  
Marketing Major with a Minor in Business Analytics

August 2018 – May 2022

## EXPERIENCE

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Summer Marketing Intern – Union Home Mortgage, *Strongsville, OH*

May 2020 – August 2020

- Planned and executed a multi-phase social media strategy to increase awareness of the company's internship program and culture.
- Developed and executed the company's first strategy to encourage current and future customers to switch to e-statements. Worked across departments to create uniform language, branding, email campaigns, graphics, and videos. Within 1 week of execution, over 300 customers converted to e-statements, which will save the company over \$3000 annually.
- Researched, planned, and hosted the marketing department's first series of webinars that taught 100+ Loan Officers around the country the basics of Google My Business, Google Ads, and LinkedIn.

PwC Case Competition – Second Place, *Oxford, OH*

October 2019

- Worked on a team to analyze financial statements to show the feasibility of an acquisition
- Synthesized information from case and external sources to form a convincing argument
- Presented our findings in front of a board of PwC partners and analysts

Fifth Third Client Challenge Project, *Oxford, OH*

November 2018 – December 2018

- Collaborated with team members to create insights surrounding diversity and inclusion
- Developed solutions to help Fifth Third engage with their Hispanic-American customer base
- Communicated the results of our research and our solution in a presentation

## SKILLS

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Web Development

- Built and maintained a personal website for 5 years
- Deployed Google Analytics and Google Search Console to monitor traffic and improve SEO
- HTML5, CSS, Bootstrap 4, SSL Certificates, Umbraco CMS.

Digital Media, Graphic Design and Photography

- Proficient in Photoshop, Lightroom, and Illustrator
- Comprehensive understanding of digital design and accessible design practices

## CERTIFICATIONS

Google, Advanced Google Analytics, June 2019  
HubSpot, Content Marketing, June 2019

## PUBLICATIONS

Boczulak, Benjamin. *Sights*. Barnes and Noble Press. 2019.