MARCUS REESE JR, PMP

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business **Atlanta, GA**
Master of Business Administration (MBA) *May 2027*

- ***Concentration:*** Marketing
- ***Leadership:*** Marketing Club VP of Professional Development (2026-Present), Marketing Club VP of Operations (2025-2026), MBA Ambassador
- ***Marketing Practicum:*** Led customer discovery and market research for early-stage AI startup; designed 26-question survey and analyzed respondent data to identify buyer shifts, delivering brand positioning and GTM strategy recommendations
- ***Strategic Brand Management Project:*** Analyzed proprietary sales data for Colorado-based spirits brand to identify consumer entry points and geographic concentration; developed three sequential marketing initiatives projected at 180–220% and 411% ROMI

GEORGIA STATE UNIVERSITY **Atlanta, GA**
Master of Arts, Communications *May 2021*
Bachelor of Arts, Film & Media *May 2020*

EXPERIENCE

GEORGIA INSTITUTE OF TECHNOLOGY, SCHELLER COLLEGE OF BUSINESS **Atlanta, GA**
Academic Advisor II *January 2025-Present*
Academic Advisor I *August 2023-January 2025*
Academic Assistant *November 2021-August 2023*

- Conceptualized and produced faculty-led concentration overview video series, identifying short-form video as a more effective engagement format than static copy; now integrated into First-Year Business Seminar curriculum as a year-round resource
- Identified a gap in student-facing planning resources and independently proposed and executed a concentration page optimization surfacing prerequisites and course history; adopted as advisors' primary tool for early degree-deficiency detection, later expanded to certificate/minor pages
- Redesigned the major-change process using agile, iterative methodology, improving data tracking and decision-making; increased average GPA from 2.89 to 3.32 over four years while strengthening applicant readiness and retention
- Transformed student assistant hiring into a structured recruitment and training pipeline, scaling applicants from 16 to 75; standardized hiring criteria and performance management to improve consistency and reduce oversight burden
- Co-led content strategy and execution for Scheller Undergraduate Instagram, leveraging storytelling and data-informed insights to translate trends into brand-aligned, student-focused content, driving 550+ new followers, 600%+ reach growth, and 50%+ engagement increase
- Led migration and rebrand of 50+ CMS webpages, coordinating cross-functional teams and ensuring content accuracy, UX consistency, and brand alignment; now serve as primary owner for ongoing website updates and content management
- Led a curriculum review process for the First-Year Business Seminar, engaging 50+ teaching assistants and students through a facilitated SWOT analysis; synthesized findings and pitched a data-informed restructuring to leadership, approved for Fall 2026 implementation
- Structured curriculum rollout strategy and managed deliverables across a team of 10 instructors, delegating tasks and facilitating alignment to reach unanimous approval on final content decisions for Fall 2026

ADDITIONAL INFORMATION

Skills: Project Management, Stakeholder Management, Process Improvement, Agile Methodology, Cross-Functional Leadership, Data Analysis, Salesforce, CMS, Google Workspace, Microsoft Office, Smartsheet
Certifications: PMP**,** CAPM, Management of Technology (Georgia Tech), Television Writing (UCLA)
Affiliations: Project Management Institute, American Marketing Association
Volunteer: Big Brothers Big Sisters of Metro Atlanta