

Mason T. Koval

Mason.Koval@temple.edu

1631 N. Bouvier St. | Philadelphia | PA | 19121 | 717.649.7206

OBJECTIVE: To obtain an internship in Marketing with an emphasis on brand development and research.

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2015
Major: Marketing
GPA: 3.08
Selected Courses:

Consumer & Buyer Behavior	International Marketing
Marketing Management	Business Communications
Leadership and Organizational Management	Marketing Research

ACTIVITIES:

- Committee Member, American Marketing Association, 2013-Present
- Marketing Director, Media Meltdown Productions, 2013-Present

EXPERIENCE: UBISOFT, Philadelphia, PA October 2013 – Present

Marketing Intern, Brand Ambassador

- Generate positive buzz and awareness around Ubisoft games leading up to and at launch through a variety of promotional tactics.
- Promote, plan, and execute dynamic events offering product demoing experience, leveraging on-campus relationships.
- Produce detailed reports summarizing promotional activities including photos, statistics, and results.

BOB EVANS RESTAURANT, Mechanicsburg, PA May 2010-December 2013

Host

- Organize and serve tables in a restaurant that serves 500+ customers daily.
- Use leadership and problem-solving strategies to operate the restaurant as efficiently as possible.
- Operate a cash register and record daily sales, including cash and credit card transactions.
- Interact with patrons to strengthen customer relationships and customer loyalty.

SKILLS:

- Microsoft Office – Excel, Powerpoint, Word
- Eagle Scout
- PSOM Software
- SAP Training
- Ability to Analyze Quantitative Data
- Ability to communicate with persons inside and outside the organization

