

JACK HOYE

Business Marketing Student

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I am a driven Business Marketing student with strong creative and analytical skills, experienced in campaign development, brand strategy, and market research. My international experience in London and across Asia has enhanced my adaptability and global marketing perspective. I'm seeking an internship or entry-level position in marketing, advertising, or brand management where I can contribute fresh ideas, strategic thinking, and enthusiasm for all aspects of marketing.

EDUCATION

MARIST UNIVERSITY

Poughkeepsie, NY, U.S.

Bachelor of Science: Marketing, Expected in 05/2026

2022-2026

Major GPA: 3.5,

Honors and Awards: Presidential Scholarship, Dean's List

Relevant coursework: Operations Management, Lgl. Foundations of Business, Marketing Principles, Financial Management, Management Strategy & Policy

PROFESSIONAL EXPERIENCE

FOXGLOVE

Soho Works White City, London, UK

Intern

Feb. 2025-May 2025

- Supported the development and execution of creative marketing campaigns, including content planning and digital strategy. Conducted market research and trend analysis to inform branding decisions for clients across various industries.
- Attended Advertising Week Europe representing Foxglove in April, involving panels and sessions from Industry Leaders discussing the future of advertising.

ASIA STUDY ABROAD PROGRAM (ASAP)

ASEAN Countries

Student and Intern

Sept. 2024- Dec. 2024

- Intensive 101 day, 15 credit hour semester, study abroad program across 9 Asian nations (India, Nepal, Thailand, Cambodia, Vietnam, Indonesia, Singapore, Taiwan & Japan)
- Program focused on cultural immersion, as well as Asian business practices
- 6 meetings with company executives, FDI focus (meetings with Ford, Coca-Cola, Honda, Deloitte ETC)
- Business focused studies such as legal foundations, international marketing & organizational behavior

AT&T

Fishkill, New York, U.S.

Account Manager

Sept. 2023 - May 2024

- Managed a portfolio of client accounts, providing tailored wireless and broadband solutions to meet customer needs and drive sales performance

3 LOCKS BREWERY

Camden Market, London, UK

Barman

Sept. 2023 - May 2024

- Served as a bartender at a busy London brewery, delivering exceptional customer service while pouring craft beers and basic cocktails while maintaining a lively, welcoming atmosphere.

SKILLS

- Adobe Creative Cloud - Premiere Pro, LightBox, InDesign, with work through foxglove, personal projects and collaborations with EFI Marist (Ethical Fashion Institute)
- Microsoft Office (Excel, Teams, Word, Powerpoint), Numbers, and Keynote experience with FOXGLOVE creative media agency and data modeling + operations management, Google Ads Certified.
- Customer service and food industry skills from bartending and serving as well as sales jobs.