

Makayla A. Sweeney

Billerica, MA | makaylasweeney44@gmail.com | 978.930.6764 | <https://www.linkedin.com/in/makayla-sweeney/>

Education

Roger Williams University | Bristol, RI May 2027
Gabelli School of Business (AACSB Accreditation) GPA: 3.84
Bachelor of Science in Marketing
Master of Business Administration 3+1 Program

Relevant Coursework: Advertising Campaigns Research | Consumer Behavior | Digital Marketing | AI Assisted Web Design

Work Experience

Bristol Christmas Festival / Town of Bristol | Bristol, RI September 2025-Present
Intern Marketing Director

- Lead multi-channel marketing campaigns to drive engagement and attendance for Bristol's largest yearly event.
- Managed social media strategy, community outreach, and on-site branding, increasing festival awareness with over 10,000 people in attendance, grew social media platforms by more than 400%, and strengthened local partnerships.

Tree House Brewing Company | Tewksbury, MA June 2025-Present
Retail Assistant

- Support daily taproom and retail operations by restocking inventory, organizing cooler deliveries, assisting with bar/kitchen tasks, and solving operational challenges to maintain a clean, welcoming environment for guests.
- Excel in a fast-paced, high-volume setting by multitasking across guest service, operations, facilities, and ad hoc tasks.

Yankee Candle Company Inc. | Burlington, MA August 2023-August 2025
Sales Associate

- Delivered an exceptional guest experience by fostering a welcoming atmosphere and creating strong brand connections.
- Streamlined store operations by managing inventory, restocking shelves, processing transactions, and driving sales through customer engagement and conversion.

Campus Involvement

RWU Gabelli School of Business Marketing Club May 2026-Present
Founding Vice President

- Co-founded the Marketing Club serving as the Vice President, collaborating with executive leadership to build a club from scratch, grow administrative involvement, drive strategic planning, and meet member recruitment goals.
- Co-lead the Social Media Ambassador team, managing the Gabelli School of Business social media platforms by developing engaging content and executing marketing initiatives to increase student engagement and school exposure.

RWU Delta Sigma Pi Professional Co-ed Business Fraternity | Bristol, RI September 2024-Present
Former VP of Pledge Education and VP of Scholarships and Awards

- Foster brotherhood and professional relationships with members, alumni, and business professionals through active participation at conferences, events, and career development workshops.
- Direct member education programs and coordinate recruitment operations and execution, while leading committee initiatives to strengthen brother engagement and fraternity growth.

RWU Women in Business Club | Bristol, RI August 2024-Present
Club Member

- Regularly attend meetings and collaborate with fellow members to empower women in the field of business.
- Engage with guest speakers, participate in club activities, and attend workshops to advance professional development.

RWU Dance Club | Bristol, RI August 2024-Present
Club Member

- Collaborate with choreographers, take part in multiple classes per week, and contribute to welcoming environment.

Community Involvement & Leadership

Billerica Memorial High School DECA | *Social Media Coordinator* | Billerica, MA September 2022-May 2024
Santa's Village Integrated Marketing Campaign and Cigna Healthcare Operations Research

- Created a marketing strategic plan, worked closely with Santa's Village, received a corporate sponsorship, presented campaign at district, state, and international levels, and was awarded district and Massachusetts state champion.
- Conducted extensive research on recruiting, hiring, onboarding, and retention at Cigna Healthcare, presented findings to Cigna Healthcare New England's executive team and was awarded district and Massachusetts state champion.

Skills

Google Docs, Google Slides, Google Sheets, Google Forms, Canva, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Instagram, TikTok, Snapchat, Facebook, X, LinkedIn, YouTube, Web Design