

Sean E. McIntyre

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EXPERIENCE

Senior Reporting Analyst

June 2015 - Present

Kessler Topaz Meltzer & Check, LLP, Business Development Department - Radnor, PA

- Oversees a team responsible for the creation and distribution of individualized legal reports to over 300 clients.
- Designs and distributes branded PDF assets that communicate litigation information to clients.
- Integrated the firm's brand into all reporting documents. They are now used as marketing tools by the firm's partners.
- Coordinates with all departments to assemble quarterly financial reports for every client.

Digital Marketing Intern

January 2022 – Present

Ardmore Music Hall – Ardmore, PA

- Writes and schedules marketing emails to targeted user segments via Hive customer relationship management ("CRM") software.
- Drafts social media posts using Loomly for Facebook, Instagram, and Twitter using the company brand voice.
- Designs promotional graphics in Photoshop. Assets are optimized in formats for mobile, desktop and social media.
- Develops and writes ads, giveaways, and sponsored posts in Toneden (Eventbrite) CRM software.

Brand Manager

July 2017 - Present

Stella Ruze (band)

- Constructed and maintains website (www.stellaruze.com) using WordPress; manages the mailing list using MailChimp.
- Manages all social media accounts including Facebook, Instagram, YouTube and Twitter.
- Drives digital marketing campaigns on Facebook and Instagram to advertise upcoming shows in targeted markets.
- Oversees all web and media content, including press releases and announcements.

Marketing & Promotions Intern

March 2021 - May 2021

FischTank PR – New York, NY

- Wrote and published multiple blog posts for clients' websites. Content highlighted recent media coverage and tied the clients to newsworthy topics like social media disinformation and deep fake technology.
- Conducted media audits to research coverage and personal appearance opportunities for clients.
- Crafted firm's monthly internal newsletter.
- Managed clients' Twitter accounts with pro-growth strategies.

Media Promotions Intern

June 2012 - April 2013

AARP - Washington, D.C.

- Built ticketing websites, organized email communications, and provided instruction to state offices to support the planning and marketing of nationwide pre-release screenings for major motion pictures.
- Assisted in the execution and documentation of strategic marketing and advertising plans for AARP book titles across different media channels, including print, radio and digital, to measure the effectiveness of the actions.
- Aided in storyboarding a video commercial to promote an AARP book title that is featured on AARP's official YouTube channel.

EDUCATION

Drexel University | Philadelphia, PA | Graduated March 2022

Master of Science in Communication

Relevant Coursework: Public Relations Writing, Digital Publishing, Digital Marketing, Social Media Marketing, Digital Design

Honors: 4.0 GPA, Dean's Fellowship, Graduate Scholarship

American University | Washington, D.C. | Graduated May 2013

Bachelor of Science in Business Administration, Specializations in Marketing & Finance – Kogod School of Business

Honors: Graduate Cum Laude, Dean's List, Dean's Scholarship

SKILLS

HubSpot Social Media Marketing Certification – Obtained April 2021

Hootsuite Platform Certification – Obtained May 2021

Hootsuite Social Marketing Certification – Obtained June 2021

ACTIVITIES

Drummer, Stella Ruze

Co-Founder, PhillyNotes

Education Committee Chair, Stonewall Sports Philadelphia

July 2017 – Present

January 2019 – Present

September 2019 – January 2020