

Andrew Masher

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116 Russell St,
Waltham, MA 02453

EDUCATION:

Bentley University, Waltham, MA

Candidate for Bachelor of Business: Marketing Major, Law Minor, May 2025

EXPERIENCE:

Verda.ai, Cambridge, MA

September 2024-Present

Marketing & Business Development Intern

- Led outreach efforts to engage content creators, successfully building partnerships to promote Verda.ai's cutting-edge AI platform for digital authenticity and combating deepfakes
- Supported business development initiatives by identifying new market opportunities and helping expand Verda.ai's presence in the creator economy

FMP Productions, Woburn, MA

January 2024-May 2024

Sports Marketing Intern (Paid Position)

- Promoted social media campaigns for non-profit client Facebook and Instagram accounts
- Managed multiple clients in event productions and paid digital campaigns
- Participated in marketing consultations and relationship management with sponsors

Major League Baseball, New York, NY

May 2023-September 2023

Ad Insertion Operator (Paid Position)

- Handled the integration of third-party advertisements into Minor League Baseball games
- Audited local market ad placement across multiple games simultaneously

Freelance, Rowley, MA

February 2022-Present

Web Developer

- Using WordPress, graphic design tools and SEO, have developed multiple websites

Video Editor

May 2016-Present

- Crit Harmon Music (Award-winning producer of Alternative and Americana artists): creative director and editor of music videos, SalonTarget, Inc: Marketing videos

Ipswich Junior Sailing Program, Ipswich, MA

May 2017-August 2022

Head Instructor/Leader of Nautical Science Operations (2021-2022)

LEADERSHIP EXPERIENCE:

Sigma Chi Lambda Upsilon Chapter

March 2022-Present

Social Media Chair

- Raised \$78,000 for cancer research through organized search and social media implementation

SKILLS:

Strong written, presentation and analytical skills; team player; proven fundraiser; creative thinker who can execute on strategy. Conversant in Microsoft Office, Final Cut Pro, Adobe Photoshop, Canva, After Effects

PROFESSIONAL CERTIFICATIONS:

Google Analytics Certification (2024)