Seth Thomassen

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I am a graduate of the University of Massachusetts Amherst, Isenberg School of Management where I earned a Bachelor of Business Administration in Marketing with a cumulative 3.4 GPA. I am seeking an opportunity with a company where I can learn and grow to become a member of a successful team in a positive environment.

EDUCATION

Bachelor of Business Administration in Marketing
University of Massachusetts Amherst, Isenberg School of Management
• Overall GPA 3.4
• Dean's List for academic excellence
• Business Analytics Certificate

PERTINENT COURSEWORK

Business Policy & Strategy, R for Marketing Analytics, Machine Learning in Business, Contracts/Business Relationships, Consumer Behavior, Digital Marketing & Business Problem Solving, Business Intelligence & Analytics

SKILLS & ABILITIES

- Excel (Solver, dashboards)
- RStudio (data analysis, visualization)
- Data Visualization
- SAP Analytics
- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere Pro
- Google Analytics

EXPERIENCE

Ski Instructor, Cranmore, NH   12/2023 – 04/2025
• Taught and coached 30+ students daily, adapting to individual learning styles to maximize engagement and progress
• Built trust quickly with diverse age groups, using clear communication and encouragement to enhance the experience

PROJECTS

Supply Chain Optimization Dashboard (Excel + Solver)
• Built an Excel dashboard with Solver to identify optimal supply chain balancing cost, capacity, and delivery time
• Enabled scenario analysis for decision-making

Social Media Campaign Analysis (R)
• Analyzed and visualized campaign data to identify key metrics and top-performing content
• Provided recommendations to improve performance and engagement