

SEBASTIAN SZUCH

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OBJECTIVE

Talented professional creative with a strong background in marketing, technology and business development. Driven by my passion for community and innovation, I'm constantly looking for the next exciting opportunity in my career.

EDUCATION

Master in PR, Social Media, and Advertising

April 2027

Point Park University

- ✓ Includes concentration in SEO & Social Media Analytics
- ✓ Utilizing the university's Center for Media Innovation to explore multimedia content creation

Bachelor in Computer Science

April 2024

Point Park University

- ✓ Specialized in Web Application Development
- ✓ Hosted tutoring for students interested in React & Angular Development

WORK EXPERIENCE

Website Administrator

May 2024

Pennsylvania Macaroni Company

- ✓ Managed the company's ecommerce site, adding new products and adjusting inventory.
- ✓ Created new components for the HTML ecommerce site; including the navigation bar, search bar, and gift card modal.
- ✓ Photographed professional product photos for new and existing items.

Team Lead

Sep 2022 - Nov 2024

The Outreach Team

- ✓ Led daily training sessions for a team of 40+ voter registration canvassers, ensuring they met key performance goals and maintained message accuracy.
- ✓ Analyzed performance data to track individual and team progress, implementing strategies that boosted voter registration rates across 3 campaigns, including the 2022 Pennsylvania Senate race and 2024

Presidential Election, producing measurable increases in voter registrations and engagement across Allegheny County.

- ✓ Managed team logistics, including site selection and canvasser deployment across Pittsburgh and surrounding areas, optimizing effectiveness.

Application Development Co-Op

May 2023 - September 2023

First National Bank

- ✓ Developed an internal Angular application to track loan borrowers' records, including payment history and key metrics- significantly improving the management process for the loan administration team.

- ✓ Refactored complex, hard-coded pages into reusable, lightweight components- significantly promoting dry, efficient programming principles- resulting in a 20% reduction in development time.

- ✓ Redesigned the application's user interface, addressing its previous lack of styling and responsiveness across devices by implementing modern design principles and component-based architecture to enhance usability, accessibility, and compatibility.

Technology Supervisor

Apr 2022 - May 2023

Staples

- ✓ Provided personal technology solutions and professional support, leading to repeat customers and outstanding satisfaction ratings.

- ✓ Analyzed store and district performance metrics to identify key areas to improve upon, constantly promoting individual and collaborative growth.

Advertising & Marketing Intern

Aug 2017- May 2018

Red House Communications

- ✓ Collaborated with the agency's creative team to conceptualize and develop advertisements, gaining hands-on experience with multimedia marketing.

- ✓ Compiled and analyzed data-driven insights from multiple channels- using various performance metrics to help deliver actionable recommendations to optimize advertising strategy for target audiences.