

Avery Wechsler

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EDUCATION

Boston University Questrom School of Business; Boston, MA

May 2025

Bachelor of Science in Business Administration; Concentration: Marketing

Academic Team Projects

Cross-Functional Core - Marketing Lead

Fall 2023 – Dec 2023

- Led marketing strategy for a nine-member cross-functional team, conducting consumer and market research to develop positioning, campaign strategy, and creative direction for a semester-long business project
- Presented research, strategic recommendations, and campaign development to faculty and peers through weekly presentations and a final comprehensive business plan

WORK EXPERIENCE

Portland Schooner Company; Portland, ME

May 2026 – Present

Marketing & Events Coordinator

- Manage social media strategy, content creation, and publishing for a Portland tourism brand, reaching 160K+ unique TikTok viewers in 60 days, including 103K+ new viewers, through trend-driven and destination-focused content
- Produced the account's #1 most-viewed TikTok across 7-, 28-, and 60-day reporting periods, generating 87K+ views, 12K likes, 2.4K+ shares, 2.9K+ saves, and 176 new followers; optimized content for organic discovery, with top posts reaching 93% non-followers
- Plan and promote experiential events and brand partnerships with local businesses, coordinating outreach, vendors, influencers, logistics, and social campaigns; event-focused content has generated 30K+ views and 1.3K+ shares on individual posts
- Support daily guest operations including reservations, check-in, boarding, customer communications, retail, and on-site coordination in a fast-paced tourism environment

Portland Old Port/Mainely SEO; Portland, ME

May 2026 – Aug 2026

Social Media & Marketing Intern

- Create social-first content contributing to 3.38M+ Instagram views and 365K+ viewers, helping increase audience reach by 73.8% from the previous period
- Produce high-performing Reels highlighting Portland businesses, events, and experiences, including content reaching 370K+ views, 8.7K+ interactions, 1.8K+ shares, and 304 new followers
- Support digital content strategy that generated 20.4K+ profile visits (+28.3%) and 2.2K+ external link taps (+219.5%), while researching and producing local tourism, dining, and event content

Maine Food Trucks; Portland, ME

May 2026 – Aug 2026

Social Media Manager & Content Creator

- Independently manage social strategy, content creation, scheduling, community engagement, and partnership outreach for a Maine food discovery account with 18K+ followers
- Grew Instagram following from ~15K to 18.3K in approximately two months (+22%) through short-form video strategy, local business features, and trend-driven content
- Consistently produce Reels generating 10K–50K+ views, while developing collaborations, giveaways, and organic partnerships with Maine food trucks and local businesses

Elite Mind; London, England

Feb. 2024 – April 2024

Marketing & PR Intern

- Conducted market and competitor research to support company repositioning, identifying target audiences and developing an ideal customer profile database
- Developed LinkedIn content calendars, messaging frameworks, and outreach strategies to strengthen brand positioning and generate new business opportunities
- Researched industry conferences, speaking opportunities, and potential partnerships while collaborating directly with the CEO on business development initiatives
- Tracked content and outreach performance to identify trends, measure results, and inform future marketing strategy

SKILLS

Social Media Strategy • Content Creation & Short-Form Video • Content Calendar Management • Copywriting • Community Management • Social Media Analytics & Reporting • Influencer & Partnership Outreach • Event Coordination & Logistics • Vendor & Client Relations • Project Management • Cross-Functional Collaboration • Administrative & Operations Support • Meta Business Suite • Canva • CapCut • Final Cut Pro • WordPress • Microsoft Office • Google Workspace • ChatGPT & Claude AI