

Elizabeth McHugh

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EDUCATION

CASE WESTERN RESERVE UNIVERSITY *Aug 2021 - Dec 2025* | CLEVELAND, OH

- B.S. in Marketing and Business Management; International Business Concentration; 3.70 Major GPA

IES ABROAD | *Study Abroad Program: Luxury and Global Marketing* *May - Jun 2024* | PARIS, FRANCE

WORK EXPERIENCE

NEUVIK | *Consultant (Capstone Project)* *Sep - Dec 2025* | CASE WESTERN

- Synthesized 29 market reports into an 85-page analysis to define market structure, growth areas, and target segments
- Interviewed buyers and industry leaders to uncover vendor selection criteria and key differentiation factors
- Presented five research-based recommendations to senior leadership highlighting go-to-market strategy opportunities
- Led a four-person consulting team across a 12-week engagement to align deliverables with stakeholder expectations

EXCEL AUTOMATION | *Marketing Intern* *Feb - Aug 2025* | BRUNSWICK, OH

- Launched a new ecommerce channel ([The Prox Stock](#)) to increase the visibility and accessibility of an existing product catalog in a traditionally offline B2B market
- Owned end-to-end execution of multiple marketing initiatives in a small, fast-paced team with minimal oversight
- Managed and QA'd 100+ Shopify product listings to ensure accuracy, consistency, and strong SEO performance
- Established brand standards and built repeatable workflows to scale marketing operations across employees and partners
- Analyzed campaign and website data to recommend performance improvements across digital channels

MARTINWOLF | *Marketing and Graphic Design Intern* *Sep 2023 - Apr 2024* | CLEVELAND, OH

- Designed a website mockup adopted by developers to modernize the firm's brand and improve user experience (UX)
- Led keyword research and site-health audits to improve SEO performance and increase organic traffic
- Managed LinkedIn content across two company accounts to support brand awareness and B2B lead generation

THE OBSERVER (Student Newspaper) | *Layout Designer* *Jan 2024 - Dec 2025* | CASE WESTERN

- Produced print-ready newspaper layouts under tight deadlines and strict visual constraints using Adobe InDesign

LEADERSHIP EXPERIENCE

ALPHA PHI – ZETA PI CHAPTER *CASE WESTERN*

Marketing Director *Nov 2023 - Nov 2024*

- Led a five-day social media campaign that raised \$8,897 for women's heart health research, a 188% YoY increase
- Led social media strategy to support cross-functional teams in achieving engagement, attendance, and fundraising goals

Director of Alumni Relations *Nov 2022 - Nov 2023*

- Revitalized the annual alumni brunch, increasing total attendance from near-zero in prior years to 40+ attendees

AMA | *Vice President of Advertising* *Jan 2024 - Jan 2025* | CASE WESTERN

- Led event planning committees to give members hands-on marketing experience and expand chapter visibility

SOFTWARE, SKILLS, AND CERTIFICATIONS

SOFTWARE: Excel (proficient), Microsoft Office Suite; JASP, Python, SPSS, Tableau; Elementor, Shopify, WooCommerce, WordPress; Google Analytics, LinkedIn Ads Manager, MailChimp; Adobe Creative Suite, Canva

SKILLS: Marketing Strategy; Marketing Operations; Project Management; Data Analysis; Cross-Functional Collaboration; Written and Verbal Communication; SEO; Go-to-Market Support; Attention to Detail; Creative Problem Solving

CERTIFICATIONS: LinkedIn Marketing Strategy (LinkedIn); Content Marketing (HubSpot Academy)