

# Austin (AJ) Beltis

AustinBeltis@gmail.com • 12 Bittersweet Lane, Walpole, MA 02081 • 508-404-3439

Portfolio: [AJBeltis.weebly.com](http://AJBeltis.weebly.com) • LinkedIn: [linkedin.com/in/ajbeltis](https://www.linkedin.com/in/ajbeltis)

## EDUCATION

---

**Bryant University** | Smithfield, RI May 2016

Bachelor of Science – Double Major in **Communication** and **Business Administration: Marketing**

**GPA: 3.90**; Summa Cum Laude; Omicron Delta Kappa National Leadership Honor Society

Lambda Pi Eta National Communication Studies Honor Society; Mu Kappa Tau National Marketing Honor Society

Study Abroad:

**University of Westminster** (Academic Programs International) | London, England Fall 2014

**Sophomore International Experience** on Intercultural Communication | Germany, Spain, Portugal, Austria Jan. 2014

## PROFESSIONAL EXPERIENCE

---

**Toast, Inc. – Restaurant Point of Sale System** | Boston, MA June 2016 – Present

*Content Marketing Specialist*

- Blog on an ongoing basis for a subscriber base of over 7,000 individuals to grow the company's online presence
- Drive website traffic and generate leads by creating downloadable long-form content
- Manage and run publishing on all social media accounts including Facebook, Twitter, LinkedIn, Instagram, and Google+
- Analyze reports on HubSpot to gauge performance of content, social media posts, and audience growth
- Assist in the planning and execution of paid online marketing campaigns for search engines and social media

**Figmint's Digital Creative Marketing** | Pawtucket, RI Feb. 2016 – May 2016

*Digital Marketing Intern*

- Created a variety of online content (blogs, video, copy, offers, CTAs, web design) for Figmint's site and those of its clients
- Utilized HubSpot to create offers, post frequent blog articles, select appropriate keywords for SEO, and measure performance
- Monitored paid campaigns for Google AdWords and social media including Facebook, Twitter, and LinkedIn
- Assisted in video shoot set-up and production for Figmint's testimonials and client projects
- Enhanced skills in SEO, social media marketing, marketing analytics, project/account management, and inbound marketing

**National Student Leadership Conference** | Washington, D.C. & Berkeley, CA Summer 2014 & 2015

*Team Advisor – Journalism, Film, and Media Arts Program/American University's Discover the World of Communication*

- Responsible for the professional/personal development of over 500 high school students as RA and group facilitator
- Created, taught, and organized workshops on Broadcast Journalism, Ethics in Communication, and Media Literacy
- Taught for Entertainment Communication, Broadcast Journalism, Scriptwriting & Video Production, and Directing/Acting

**WRPI-TV** | East Providence, RI Feb. 2014 – May 2014

*Digital News Intern*

- Wrote news stories on topics including politics, crime, business, and local/world news; Authored a story picked up by CNN
- Created and compiled photo blogs for thousands of readers with WordPress, LinApps, and other advanced online media software

## PROFESSIONAL CERTIFICATIONS & SKILLS

---

**HubSpot Certification** | HubSpot Academy April 2016

**Google AdWords** | AdWords Fundamentals & Search Advertising Feb. 2016

**Inbound Marketing** | HubSpot Academy Jan. 2016

**Skills:** Excel, PowerPoint, HubSpot, Google Analytics, WordPress, LinApps, Social Media, Public Speaking

## ACADEMIC LEADERSHIP & PROJECTS

---

Advertising Management Project Spring 2015

- Used Mediamark in a semester-long project to create a marketing strategy for the Samsung Galaxy Gear S Smartwatch
- Worked in a team of 5 to plan a timeline & budget for a commercial campaign aligning with the company's target audience

Beta Gamma Sigma Business Honor Society – Student Vice President 2015 – 2016

- Top 10% of the class in an AACSB accredited school; Led a rigorous social media campaign to establish an on-campus presence
- Attended the 2015 Global Leadership Summit in Orlando, FL representing Bryant's chapter; Planned events for new membership

## ACCOMPLISHMENTS & AWARDS

---

Bryant University's Public Speaking Colloquium Winner 2015

- Competed against 50 students to write and deliver the best speech in an audience of over 200 people; Top 6 Finalist 2013-2016

Bryant University Communication Department Commencement Award 2016

WJMF Radio DJ Awards – Winner of Best On-Air Personality and Best Talk Show 2015 – 2016

Created a blog for movie reviews and news with over 20,000 total site visits AJBeltis.Blogspot.Com

## UNDERGRADUATE ACTIVITIES, LEADERSHIP & INVOLVEMENT

---

Media Production Club • The Podium (Public Speaking) • WJMF Radio • The Archway Newspaper • Bryant Debaters