Terrence Lans

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Education

Towson University, College of Business and Economics, Towson, MD   May 2023
Bachelor of Science, Business Administration with a Concentration in Marketing
- GPA: 3.44
- Coursework: Advanced Digital Marketing, Business Analytics, Marketing Analytics, Marketing Research, Strategic Marketing

Experience

Consumer Technology Association, Arlington, VA   July 2023 – February 2024
Web Content Intern
- Enhanced the CES 2024 'All On' campaign by refreshing topic pages on ces.tech with new visuals and content
- Designed 50+ compelling thumbnails in Photoshop to promote media content on ces.tech
- Maintained the CES Tech Talk podcast page by uploading new episodes and visuals every two weeks

Blueprint Interactive, Washington DC   January 2023 – May 2023
Digital Ads Intern
- Managed PAME's social media page and craft informative content to raise awareness about epilepsy
- Evaluated PAME's Facebook engagement metrics and recommended strategies for improvement
- Developed original content ideas and helped craft creative briefs for PAME's Facebook page

PHD Media, New York, New York   June 2022 – August 2022
Media Buyer Intern
- Investigated the political landscape in Midwestern markets to assess its influence on TV ad buying strategies
- Utilized Mediaocean and Excel to manage and upload radio schedules for more than 20 markets
- Analyzed post-buy report insights to recommend campaign improvements for Fall 2022 season

Beats By Dre (Paragon One), Remote   May 2022 – July 2022
Branding Strategy and Business Analytics Remote Externship
- Uncovered Gen Z's perception of Beats By Dre's marketing and branding through primary research and analysis
- Designed surveys to assess the effectiveness of Beats' advertising campaign among Gen Z vs. its competitors
- Presented insights on Gen Z and solutions to improve Beats' advertising campaigns in the future

EAB, Richmond, VA   June 2021 – August 2021
Operations Intern
- Generated reports for the Digital Marketing Operations team uncovering issues they faced during the 2020 fiscal year
- Assembled files for over 100 partners in their data management system for their September search campaign

The Takeoff Institute Fellowship, Boston, MA   June 2021 – August 2021
Fellowship
- Selected out of 300 students to have the opportunity to learn skills that will help with my professional career
- Designed and presented research addressing the disparities that Black students have within the K-12 industry

Activities

Orientation Leader (Evergreen), Loyola University Maryland, Baltimore, MD   February 2020 – December 2020
Staff Member
- Engaged in one-on-one conversations with first year students helping them become acclimated to campus life
- Facilitated discussions on diversity and inclusion, time management, and achieving academic success

Technical Skills: Microsoft Office (Excel, Word, PowerPoint), Facebook Ad Manager, Google Ad Manager, WordPress, Brightcove, Adobe Creative Cloud, Asana, Libsyn, Formstack, CMS Kentico