

MARY LACHANCE

Marketing Student • Multimedia Creator • Brand Strategy

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EDUCATION

University of New Hampshire, Durham, NH

Peter T. Paul College of Business and Economics

B.S. in Business Administration, Marketing Option

Expected May 2027

- 3.98 GPA, Dean's List (6 semesters), Winfred J. Nichols '33 Scholarship
- Relevant Coursework: Marketing Research, Consumer Behavior, CPG Brand Management

RELEVANT EXPERIENCE

UNH Paul College Communications & Marketing, Durham, NH

September 2025 – Present

Social & Multimedia Intern

- Produce photo/video content using Adobe Premiere Pro, Lightroom, and professional camera equipment
- Conceptualize, storyboard, and pitch digital content aligned with student and alumni audiences
- Support new marketing interns as the team's only returning intern, sharing workflows, tools, and best practices

River Run Bancorp, Haverhill, MA

June 2026 – August 2026

Marketing Intern

- Supported marketing initiatives across 4 financial brands, adapting content to audiences and brand voices
- Coordinated 10+ press releases through drafting, proofing, and approval while improving internal workflows
- Assisted with planning and execution of 7 community events, including logistics, purchasing, and décor

BURNDY (Hubbell), Manchester, NH

May 2025 – August 2025

Marketing Intern

- Designed launch packages for 3 product lines using Adobe InDesign
- Partnered with engineering teams to create 5+ promotional assets, including digital and website features
- Developed a 30-page product knowledge book for distribution to sales and marketing teams

LEADERSHIP & INVOLVEMENT

DECA, University of New Hampshire

September 2024 – Present

President & Former Vice President

- Lead chapter operations and the executive board, overseeing recruitment, retention, and competition logistics
- Placed 2nd internationally in Marketing Management (2025) and Business-to-Business Marketing (2026)
- Increased competition attendance by 50% year over year, with 5 of 6 competitors advancing to finals

Dean's Ambassador Program, Peter T. Paul College of Business and Economics

May 2026 – Present

Dean's Ambassador

- Represent Paul College at student, alumni, and external events
- Serve on a committee alongside the Dean's Advisory Board, contributing a student perspective to discussions
- Engage with prospective students and families, sharing firsthand experiences about academics and student life

SKILLS

Creative & Technical: Adobe Creative Cloud (Premiere Pro, Lightroom, InDesign), DaVinci Resolve, Canva, HTML/CSS, Excel

Marketing: Content Creation, Social Media Strategy, Brand Storytelling, Copywriting, Public Relations, Market Research, Photography & Videography