

Makayla A. Sweeney

Billerica, MA | makaylasweeney44@gmail.com | 978.930.6764 | <https://www.linkedin.com/in/makayla-sweeney/>

Education

Roger Williams University | Bristol, RI May 2027
Gabelli School of Business (AACSB Accreditation) GPA: 3.83
Bachelor of Science in Marketing
Masters of Business Administration 3+1 Program

Relevant Coursework: Advertising Principles | Consumer Behavior | Digital Marketing | Business Enterprise

Work Experience

Tree House Brewing Company | Tewksbury, MA June 2025-Present
Retail Assistant

- Support daily taproom and retail operations by restocking inventory, organizing cooler deliveries, assisting with bar/kitchen tasks, and solving operational challenges to maintain a clean, welcoming environment for guests.
- Excel in a fast-paced, high-volume setting by multitasking across guest service, operations, facilities, and ad hoc tasks.

Bristol Christmas Festival / Town of Bristol | Bristol, RI September 2025-December 2025
Intern Marketing Director

- Lead multi-channel marketing campaigns to drive engagement and attendance for Bristol's largest yearly event.
- Managed social media strategy, community outreach, and on-site branding, increasing festival awareness with over 10,000 people in attendance, grew social media platforms by more than 350%, and strengthened local partnerships.

Yankee Candle Company Inc. | Burlington, MA August 2023-August 2025
Sales Associate

- Delivered an exceptional guest experience by fostering a welcoming atmosphere and creating strong brand connections.
- Streamlined store operations by managing inventory, restocking shelves, processing transactions, and driving sales through customer engagement and conversion.

Campus Involvement

RWU Delta Sigma Pi Professional Co-ed Business Fraternity | Bristol, RI September 2024-Present
VP of Pledge Education, Former VP of Scholarships and Awards

- Foster brotherhood and professional relationships with members, alumni, and business professionals through active participation at conferences, events, and career development workshops.
- Direct member education programs and coordinate recruitment operations and execution, while leading committee initiatives to strengthen brother engagement and fraternity growth.

RWU Women in Business Club | Bristol, RI August 2024-Present
Club Member

- Regularly attend meetings and collaborate with fellow members to empower women in the field of business.
- Engage with guest speakers, participate in club activities, and attend workshops to advance professional development.

RWU Dance Club | Bristol, RI August 2024-Present
Club Member

- Collaborate with choreographers, take part in multiple classes per week, and contribute to welcoming environment.
- Perform diverse dance styles including jazz, contemporary, hip hop, tap, and others, showcasing versatility.

RWU Dance Team | Bristol, RI August 2024-May 2025
Student-Athlete

- Danced as part of a team at university events and showcases, fostering teamwork, positivity, and creative expression.
- Balanced rehearsal and performance schedule with academic excellence, demonstrating strong time management.

Community Involvement & Leadership

Billerica Memorial High School DECA | *Social Media Coordinator* | Billerica, MA September 2022-May 2024
Santa's Village Integrated Marketing Campaign

- Created a marketing strategic plan, worked closely with Santa's Village, received a corporate sponsorship, presented campaign at district, state, and international levels, and was awarded district and Massachusetts state champion.

Cigna Healthcare Operations Research

- Conducted extensive research on recruiting, hiring, onboarding, and retention at Cigna Healthcare, presented findings to Cigna Healthcare New England's executive team and was awarded district and Massachusetts state champion.

Skills

Google Docs, Google Slides, Google Sheets, Google Forms, Canva, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Instagram, Tik Tok, Snapchat, Facebook, Twitter, LinkedIn, YouTube