

JOSHUA ALBERTO-ANDERSON

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EDUCATION

University of Massachusetts Amherst	Amherst, MA
Isenberg School of Management	
<i>Bachelor of Business Administration in Marketing</i>	May 2024
Cumulative GPA 3.80 Dean's List All Semesters	
Paris Dauphine University	Paris, France
<i>Study Abroad Marketing & Art focused Business Program</i>	Spring 2023

EXPERIENCE

Constant Contact	Boston, MA
<i>Marketing Consultant</i>	February 2026 – Present
- Advise small and medium-sized businesses on digital marketing strategy, including email marketing, audience segmentation, and campaign optimization using Constant Contact - Plan and execute cross-channel campaigns, including email and paid social media advertising (Facebook & Instagram) to drive customer acquisition and engagement - Build and optimize targeted email campaigns and automated workflows, improving open rates, click-through rates, and conversions - Leverage Salesforce to convert warm inbound leads into paying customers through consultative sales conversations and tailored digital marketing recommendations	
Blundstone	Boston, MA
<i>Sales Associate/Keyholder</i>	September 2024 – April 2025
- Applied consumer insight strategies by tailoring product recommendations to customer style preferences, contributing to over \$140,000 in revenue and elevated brand experience - Designed and maintained visual merchandising displays aligned with fashion and pop culture trends, coordinating with receiving teams to ensure inventory accuracy and strong brand presentation	
Camp Calumet Lutheran	Freedom, NH
<i>Waterfront Director and Camp Counselor</i>	Summer 2017- Summer 2021
- Supervised 20+ lifeguards and 2 department heads, coordinating schedules, training sessions, and task delegation while ensuring smooth daily operations - Organized and taught multiple lifeguard certification courses simultaneously, managing timelines and resources to meet Red Cross standards and program deadlines - Led quality control checks on all training sessions and safety procedures, maintaining a 100% safety record and ensuring consistent program execution across departments	
Precision Fabricators Ltd.	Stoughton, MA
<i>Quality Repair Technician</i>	October 2018 – June 2019
- Led a client-facing department independently, conducting calls, timeline discussions, and expectation alignment to ensure clear communication and strong client relationships - Performed quality assurance tests on deliverables with high attention to detail, identifying errors, refining aesthetics, and improving quality under tight deadlines in a fast-paced environment	

EXTRACURRICULAR EXPERIENCE

University of Massachusetts Amherst Sailing Club	Fall 2021 – Spring 2024
Practiced skills for racing and competing in statewide regattas	
Camino de Santiago Frances Pilgrimage	Summer 2024
Hiked 860 kilometers from France to the western coast of Spain	

SKILLS & CERTIFICATIONS

Computer: MS Excel, Word & PowerPoint; Adobe Lightroom; Canva, Qualtrics, Salesforce Marketing Cloud Email, Constant Contact, Email Marketing, Digital Marketing, Social Media Schedules & Advertisements
Google Analytics, ANOVA research
Language: French B1, Spanish B1

Certifications: Google Analytics 4, Google Ads Search, Salesforce Trailhead