

MAIE IKEMOTO

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EDUCATION

University of Maryland, College Park; Robert H. Smith School of Business

May 2027

Bachelor of Science, Marketing

Strategic Design Fellow

WORK EXPERIENCE

Just Ice Tea

Bethesda, MD

Field Marketing Intern

May 2025-August 2025

- Executed 25+ in-store demos, driving over 600 unit sales & boosting brand visibility
- Represented the brand at 41 DMV events, generating 20,000+ consumer interactions, including events accommodating up to 80,000 attendees
- Secured product placement into 4 D.C. 7-Eleven locations to support sales team initiatives
- Supported multichannel marketing campaigns & collaborated with social team to create 30+ content pieces, including 15 published IG & TikTok posts, generating 20,000+ views
- Initiated 25+ brand outreach efforts to explore strategic alignment opportunities
- Participated in weekly cross-functional meetings to gain insights into brand-building and interdepartmental collaboration

Verse

Remote

Content Creator Intern

August 2024-September 2024

- Created 40+ original TikTok videos, generating 1.8M+ organic impressions, & led an ad campaign that achieved 3.2M paid impressions
- Marketed app features through trend-driven short-form content to boost brand awareness

LEADERSHIP & COMMUNITY INVOLVEMENT

American Marketing Association

College Park, MD

Vice President of Digital Communications

January 2025-Present

- Lead AMA's website & newsletter strategy, delivering weekly blog posts and email campaigns
- Enhance website design and functionality to streamline content and improve accessibility
- Manage a content team to consistently publish blog posts and drive engagement
- Support executive initiatives to improve campus presence and organizational initiatives

Website Design Director

September 2024-December 2024

Red Black Consulting

College Park, MD

Team Member

September 2024-December 2024

- Strengthened marketing strategies through personalized market research and analysis
- Gathered hands-on experience of the marketing consulting process by supporting a local business through targeted solutions

SKILLS

Computer: Google Suite, Microsoft 365, Canva, Wix, Mailchimp, CapCut, Adobe Photoshop/Premiere Pro (entry-level)

Social Media: Instagram, TikTok, YouTube, Facebook