

SALVATORE CARCAGNO

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Industrious Student offering excellent experience and academic background in addition to a diverse skill set, including communications strategy, public speaking, and solution-based problem-solving. A dedicated team contributor with a talent for leadership, managing deadlines, and learning new tasks efficiently.

EXPERIENCE

THE PACK MARKETING AND STUDENT ENGAGEMENT INTERN, ATHLETICS DEPARTMENT — LOYOLA UNIVERSITY CHICAGO

08/2021 — PRESENT

- For the 2021 - 2022 seasons, created and implemented detailed in-game promotional content for designated home events with the goal of improving the student game day experience and establishing the best in-game atmosphere in the conference
- Assisted the marketing team with creating and implementing campaigns to increase student attendance; in the 2021 - 2022 seasons, broke the record for individual game student attendance for Women's Volleyball, Men's Basketball, Women's Basketball and increased average student attendance by 61% for Men's Basketball
- Manage The Pack social media accounts to promote games and marketing initiatives to target audience and increase engagement; increased Instagram following by over 300 during the 2021 - 2022 seasons through dozens of content pieces

PRESIDENT, BETA THETA PI FRATERNITY — LOYOLA UNIVERSITY CHICAGO

12/2021 — PRESENT

- Oversee all chapter operations in an organization of 35+ members
- Supervise and delegate responsibilities to 7 executive board officers, while also assisting with social, financial, and philanthropic obligations, such as the creation and management of a \$30,000+ annual budget
- Serve as a spokesman and representative to the university community and staff, alumnae, and fraternity members

STUDENT AMBASSADOR, UNDERGRADUATE ADMISSIONS OFFICE - LOYOLA UNIVERSITY CHICAGO

03/2021 — PRESENT

- Demonstrates exceptional customer service, public speaking, and organizational skills in tours with 50+ attendants
- Provides information regarding university; serve as personalized active educator/recruiting resource for as many as 25 new students per week

GENERAL MANAGER, HEAD OF SCHEDULING, THE MALT SHOP — FENTON, MISSOURI

04/2017 — 08/2021

- Set and managed schedules of 40 employees on a strict weekly deadline; ensured proper coverage for required areas and customer service demands were met despite the quick turn-around time for the schedule each week
- Motivated employees to operate productively and to standards on tasks to fulfill business and customer needs in a two year span where business underwent a 21% increase in sales

EDUCATION

BACHELOR OF ARTS IN ADVERTISING & PUBLIC RELATIONS; MINOR IN MARKETING, PSYCHOLOGY

LOYOLA UNIVERSITY CHICAGO - MAY 2024

CUMULATIVE GPA — 3.75/4.0, DEAN'S LIST ALL SEMESTERS

- Applicable Coursework: *Managing People and Organizations, Digital Marketing Foundations, Digital Communications and Society, Fundamentals of Marketing, Business Information Systems, Principles of Advertising, Principles of Public Relations, Ethics and Communication, Cognitive Psychology, Calculus I*
- Activities: *Interdisciplinary Honors Program, Beta Theta Pi Fraternity, Emerging Leaders Program*
- Roles: *Beta Theta Pi — President, Scholarship Chair, Standards Committee, Recruitment Committee, Programming Committee*

CERTIFICATIONS AND SKILLS

- Google Digital Garage Fundamentals of Digital Marketing Certified (Spring 2022)
- Google Analytics IQ Certified (Spring 2022)
- Proficient in Office 365 (Word, PowerPoint, Excel Access) and G Suite (Drive, Mail, Slides, Docs, Sheets)

