Leah Shanson

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EDUCATION

Northeastern University, D'Amore-McKim School of Business Boston, MA
Bachelor of Science in Business Administration Expected Dec 2026
Concentration: Marketing GPA: 3.67
Minor: Graphic Design
Relevant coursework: Marketing Management, Advertising and Brand Promotion, Consumer Behavior, Color and Composition, Management Consulting Abroad, Strategy in Action, Graphic Design Synthesis

EXPERIENCE

Wayfair Boston, MA
Linear TV Commercial Analyst Co Op January 2025 - June 2025

- Owned sending, maintaining, and communicating traffic with broadcast, cable, and Connected TV networks for all Wayfair US TV advertisements
- Tracked and ensure data accuracy for airings using Post Logs and MediaOcean software
- Completed competitor analysis for consumer insights
- Utilized Looker and GBQ to build a dashboard to track costs, impressions, and actual spending for all of Wayfair US TV
- Presented to the Directors of Creative and Marketing on Wayfair's competitive advantage in the advertising space, building on research on ad innovations

LearnLaunch Fund + Accelerator Boston, MA
Operations Associate Co Op January 2024 - July 2024

- Led the graphic design for the 2023 Impact Report, highlighting the work of portfolio companies in an engaging, magazine-style format.
- Drove LearnLaunch to grow its LinkedIn following through the creation and posting of graphics
- Created and managed a new monthly newsletter in Mailchimp to drive more engagement and relationship-building connections to support portfolio founders.
- Led onboarding of summer interns and planned a week of in-person programming
- Delivered data analysis on funding pipeline using Pipedrive and Airtable

LEADERSHIP

Pavement Coffeehouse Boston, MA
Shift Lead November 2022 - Present

- Manage coworkers by running breaks, assigning tasks, and ensuring that the shift goes smoothly while ensuring the best possible customer service as well as maintaining a positive work environment while handling busy rushes.
- Responsible for ordering from suppliers, communicating with the HQ kitchen, handling the register, and making cash deposits.

LANGUAGE & SKILLS

Language: Intermediate Spanish
Technical Skills: Proficient in Google Suite and Microsoft Office Suite; Experienced in Adobe Illustrator, Premiere Pro, Wordpress, Mailchimp, Medium, and Markit; Familiar with Python, Javascript, Looker and Google Big Query, Pipedrive; Fluent in MediaOcean