JAYDHEN NOLASCO
Methuen, MA | (978)387-6706 | jaydhen55806@gmail.com| www.jaydhennolasco.com| LinkedIn: Jaydhen Nolasco

EDUCATION

University of Massachusetts Lowell, Lowell, MA

B.S., Business Administration, Concentration: Marketing (September 2024-May 2026)

• GPA: 3.6

Northern Essex Community College, Haverhill, MA

Associate's Degree in Business (September 2022-May 2024)

SKILLS

CRM & Analytics: Salesforce CRM, SPSS, Microsoft Excel, Consumer research, SWOT Analysis

Software: Microsoft Office, Google Workspace, Canva, WIX, Shopify, Social Media

Languages: English, Spanish

PROJECTS

Personal Marketing Portfolio Website

• Designed and launched a personal portfolio website showcasing marketing projects, skills, and professional experience

• Developed website content, visual structure, and personal branding to communicate marketing capabilities

• Applied SEO and digital principles to strengthen online presence.

Strategic Marketing Campaign – Ryanair

• Recommended customer engagement initiatives, including a student travel rewards program and app enhancements.

• Presented strategic recommendations designed to increase user engagement and attract younger travelers.

Advertising Campaign – MSPCA

• Conducted consumer research to identify barriers to pet adoption and evaluate public perception. • Developed an integrated advertising campaign supported by SWOT analysis, competitor research, and a clear value proposition.

• Designed branded social media content to improve awareness and create a consistent visual identity.

• Presented recommendations focused on increasing community engagement and adoption interest.

WORK EXPERIENCE

99 Restaurant & Pub, Haverhill, MA

Server | Bartender | Shift Supervisor (November 2021 – September 2026)

• Deliver exceptional customer service while building strong guest relationships and resolving concerns.

• Open the restaurant by overseeing inventory, food safety compliance, and daily operational readiness.

• Support shift operations by assisting team members, answering operational questions, and maintaining service standards.

Tavern in the Square, North Andover, MA

Server | (September 2026 – Present)

• Build strong guest relationships by identifying customer preferences, providing personalized recommendation and delivering positive customer experience.

• Drive sales through strategic upselling and effective communication tailored to individual customer needs.

• Collaborate with team members in a fast-paced environment to maintain effective service and high customer satisfaction.