

JAYDHEN NOLASCO

Methuen, MA | (978) 387-6706 | jaydhen55806@gmail.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

Software: Microsoft Office, Google Workspace, Canva

Languages: English, Spanish

PROJECTS

Strategic Marketing Campaign – Ryanair

- Identified customer pain points through app analysis and consumer research to uncover opportunities for improvement.
- 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 – Present)

- Deliver exceptional customer service while building strong guest relationships and resolving concerns.
- Increase sales through strategic upselling, personalized recommendations, and promotion of featured menu items.
- Process cash and credit transactions accurately while demonstrating strong attention to detail and accountability.
- 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.