

• THOMAS W. LAWTON

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EDUCATION

Elon University (May 2023)

- Major(s): Media Analytics & Strategic Communications |
- Minor: Professional Sales
- President's List, Dean's List 3x

PROFESSIONAL EXPERIENCE

Tritium DCFC Limited (NASDAQ: DCFC), *Marketing Intern*, Torrance, CA | Oct. 2021 – Jan. 2022

- Conducted a benchmark study and generated data-driven insights using Excel to inform the sales team of rebate and incentive opportunities
- Executed the PKM 150 charger live product launch event for over 1,500 investors on YouTube
- Wrote email templates for outbound sales
- Supported marketing campaign planning for the new PKM150 charger
- Helped manage Tritium's Google Ads platform

Fast Lane Car Detailing, *Founder*, East Hampton, NY | May. 2022 – Aug. 2022

- Started a 3-person car detailing company using a loan for \$1,500 to buy materials
- Accumulated 22 clients and serviced 42 vehicles
- Launched fastlanecardetailing.com which resulted in over 17,000 impressions due to implementing SEO strategies such as keyword mapping, boosting quality backlinks, and targeted advertising
- Made over \$7,500 in gross revenue between June and August

Meurice Garment Care, *Store and Social Media Manager*, New York, NY | May. 2021 – Aug. 2022

- Managed Meurice's most lucrative store front in East Hampton, NY
- Accumulated 572 Instagram followers through consistent engagement with the community and a focus on creating interactive content such as polls and Q&As
- Worked with a third-party PR company for content development, branding and event planning
- Used Adobe Photoshop and Illustrator to create original content

Benjamin (benjamin.finance), *PR Manager*, Washington, D.C. | Sept. 2020 – May. 2021

- Promoted to PR Manager following the completion of Benjamin's three-month Campus Magnate internship
- Wrote copy for the company's owned medias to connect with key publics
- Organized and managed a team of 10 students on Elon's campus to promote financial literacy
- Helped launch the company's Instagram and grew the account to 4,800 followers by designing hundreds of posts using Adobe Illustrator, Photoshop, Premiere and After Effects
- Collaborated with a team of 8 students to create and implement marketing strategies for the rollout of the company's app *Be Benjamin*
- Connected with a local film production company and eventually brokered a deal to shoot a set of educational videos for \$3,000

VOLUNTEER WORK & ACCOLADES

- Fundraising Head for a service project that raised \$5000 for Bay Street Theatre's Literature Live!
- Taught English for 3 weeks in Albania
- Treasurer for Smooth Progressions a cappella
- "Top 25" male musical theatre performers in NY by the Roger Rees Awards
- Member of Alpha Kappa Psi Business Fraternity

SKILLS & CERTIFICATIONS

- Excel certified
- SPSS and SAS experience
- Salesforce
- Google Ads certified
- SEO experience for multiple websites
- AP Style Writing
- Courses in HTML and CSS
- Proficient in Adobe PS, AI, AP, AE