Theresa Adamson

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EDUCATION

Purdue University, Mitch Daniels School of Business — **West Lafayette, IN**
Bachelor of Science, Marketing & General Management — ***May 2027***

- 3.75/4.00 GPA; Dean's List and Semester Honors
- Certificate in Entrepreneurship and Innovation

PROFESSIONAL EXPERIENCE

Indiana Biosciences Research Institute — **Indianapolis, IN**
Marketing Communications Intern — ***May 2026 – Aug 2026***

- Developed branded social media assets and managed a strategic content calendar following an organizational rebrand, creating consistent messaging and supporting audience engagement across digital channels
- Designed and wrote quarterly internal and external newsletters, one-pagers, and marketing collateral, translating complex organizational initiatives into clear, visually compelling communications for diverse audiences
- Collaborated with the Philanthropy team to transform donor research into four audience personas and targeted messaging guidelines, providing a strategic resource to strengthen donor communication and outreach

Beautiful Taiwan Tea Company — **Carmel, IN**
Order Distributor & Marketer — ***Jan 2023 – Feb 2026***

- Managed social media and weekly email marketing campaigns, creating content that generated 10,000+ additional views and strengthened brand visibility and audience engagement across digital platforms
- Coordinated international order fulfillment from processing through delivery, maintaining product quality and timely service while supporting customer satisfaction across global markets
- Supported high-volume boba events and direct customer interactions by managing orders, preparing specialty beverages, and addressing customer needs, contributing to efficient operations and a positive brand experience

Mitsubishi Turbocharger and Engine America, Inc. — **Franklin, IN**
Excel Intern — ***Dec 2025 – Jan 2026***

- Analyzed and organized large product datasets in Excel to identify tariff-applicable information, supporting accurate classification and efficient review of tariff-related requirements
- Cleaned, formatted, and maintained detailed spreadsheets, improving data organization and accessibility for internal reference and project use
- Reviewed product and tariff data with strong attention to detail, identifying inconsistencies and supporting accurate decision-making in a fast-paced business environment

LEADERSHIP AND INVOLVEMENT

Agent Member — **West Lafayette, IN**
Purdue Marketing Association (PMA) — ***Aug 2024 – Aug 2026***

- Partnered with Reliance Label Solutions to identify target audiences and develop tailored marketing strategies, applying consumer insights to strengthen brand positioning and community engagement
- Designed and presented branding proposals, including visual identity updates and supporting collateral, translating client needs into cohesive brand solutions that improved market visibility and consistency

Active Member — **West Lafayette, IN**
Orthodox Christian Fellowship (OCF) — ***Aug 2023 – Aug 2026***

- Participated in worship and community-building activities that created stronger faith connections while creating supportive and lasting relationships among members
- Assisted with church initiatives and outreach programs by welcoming visitors and engaging with the community, contributing to a more inclusive and supportive environment

RELEVANT SKILLS

- Social Media Strategy | Content Creation | Brand Strategy & Management | Email Marketing & Communications | Creative Design (Canva, Figma, Adobe Creative Suite) | Microsoft Office (Word, Excel)

LICENSURE AND CERTIFICATIONS

Critical Thinking - Excel Introductory — **West Lafayette, IN**
CS 235 — ***Dec 2024***

- Utilized Excel functions and formulas to organize datasets, improving accuracy and efficiency in calculations
- Applied sorting, filtering, and chart creation to analyze data, generating clear and actionable insights