Norah Daly

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EDUCATION

University of Florida, Warrington College of Business **May 2029**

Bachelor of Science in Business Administration, *Marketing* Gainesville, FL

- GPA: 4.0
- American Marketing Association, SPARKS, Dean's List Fall 2025/Spring 2026

WORK EXPERIENCE

Vincodo **May 2026-August 2026**

Digital Marketing Intern Philadelphia, PA

Digital marketing agency specializing in performance marketing and paid media strategy across a variety of industries.

- Managed and optimized paid search campaigns across Google Ads and Microsoft Ads for multiple clients.
- Analyzed search query reports using key metrics including CPA, CTR, CPC, conversions, and spend.
- Conducted PMax and conquesting search term analysis, identifying negative keywords to improve targeting.
- Used Excel to analyze large campaign datasets and develop actionable optimization recommendations.
- Collaborated across client accounts, gaining experience with lead-generation and e-commerce paid media.
- Attended events at Microsoft's NYC offices focused on PMax strategy and emerging Microsoft Ads tools.

University of Florida Housing & Residence Life **April 2026-Current**

Desk Assistant Gainesville, FL

Campus housing role focused on resident support, front-desk operations, and customer service.

- Provide front-desk support and assistance to students, residents, and visitors.
- Manage resident services, including packages, keys, equipment, and general inquiries.
- Maintain an organized and welcoming front desk while following university procedures.

LEADERSHIP & INVOLVEMENT

American Marketing Association, UF Chapter **September 2025-Current**

Director of Member Experience Gainesville, FL

Serve on the executive board overseeing member engagement, retention, and chapter experiences.

- Plan and execute social events to strengthen member engagement and chapter community.
- Coordinate food and logistics for General Body Meetings and member events.
- Develop initiatives focused on member recruitment, retention, and involvement.
- Collaborate with executive board members to plan programming and chapter initiatives.
- Build partnerships with other student organizations to create cross-club events.

SPARKS: The UF AMA Marketing Firm **January 2026-Current**

Market Research Consultant Gainesville, FL

Chosen as a consultant for SPARKS, a competitive student-run marketing firm offering data-driven insights and strategic solutions to client organizations.

- Collaborate with a student consulting team to prepare for client-based marketing projects.
- Develop skills in market analysis, strategic thinking, and professional presentation.
- Apply classroom marketing concepts to simulated and real consulting work.
- Engage in team meetings to learn project workflow and client communication standards.

ADDITIONAL INFORMATION

Director of Sponsorship, UF AMA **Spring 2026**

AMA Mentee-Mentor Program, Mentee **2025-Present**

Technical Skills: Canva, Adobe Express, Office Suite, Google Suite, Google/Bing Ads, Pinterest Media Buying, Wordpress