

Willow L. Shipherd

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EDUCATION

Northeastern University, D'Amore - McKim School of Business

Candidate for B.S. in Business Administration & Marketing Analytics Minor: Public Health

Awards: Dean's List (7 semesters), Google Ads Search Certified

Pablo de Olavide University of Seville CIEE (Seville, Spain)

Boston, MA

GPA: 3.7

Dec 2026

Spring 2024

WORK EXPERIENCE

D'Amore-McKim School of Business at Northeastern University

Professional Affinity Cohort (PAC) Leader (Part-time)

Boston, MA

Dec 2025 - Present

- Peer-led a cohort of 22 students through 6 alumni conversations, cohort discussions, and a semester-long career workshop, providing insights into career paths and professional development
- Provided one-on-one support, including mock interviews, coffee chats, and resume reviews, while tracking engagement and program participation

HomeGoods, TJX Companies

Brand Marketing Co-op | Organic, PR, Cause

Framingham, MA

Jul 2025 - Dec 2025

- Planned a monthly calendar for in-house organic social content and weekly in-store photography captures, and ideated and executed over 500 posts on Facebook (3.3M), Instagram (3.7M), TikTok (231K), and Threads (687K)
- Curated over 100 user-generated content and requested usage rights for high-quality posts to reshare
- Led internal PR initiatives by drafting communications for retail store teams, partnering with design & PR agencies, and managing 14 influencer campaigns and content timelines
- Spearheaded 12 grand opening press releases, supported cause-related partnerships with Dana-Farber and St. Jude, and oversaw and responded to media inquiries

Lunar Solar Group

Junior Search Engine Marketing (SEM) Analyst Co-op

New York, NY

Jul 2024 - Dec 2024

- Launched Search, Performance Max, and YouTube campaigns for 21 clients and executed on campaigns during the 4-day Black Friday/Cyber Monday period, driving \$3.9M in attributed revenue from SEM efforts
- Drafted weekly, monthly, and quarterly performance reports that delivered data-driven insights to guide client activities, including bid strategy adjustments, A/B testing, keyword optimization, and competitor analysis
- Produced ad copy and promotional messaging for over 30 campaigns using high-intent keywords, and built 5 creative briefs for photo asset development

CAMPUS INVOLVEMENT & LEADERSHIP ACTIVITIES

Member, Women in Business & Marketing Association

Sep 2022 - Present

- Engage in weekly discussions with 20+ peers and industry professionals, contributing insights on business and marketing trends, leadership, and professional development

NMDP (National Marrow Donor Program)

Sep 2022 - Present

- Educate 700+ students and facilitate 300+ cheek swab registrations to expand the national donor registry

Paris, Dialogue of Civilization Research Projects

Summer 2023

- Collaborated on research papers that analyzed the response to COVID-19 in Singapore, Bulgaria, and the US, and explored the impact of the distribution of tainted and counterfeit medical products in these geographies

Albany Academy & Jewish Community Center (*Lifeguard & Swim Instructor*)

Jun 2021- Aug 2024

- Instructed 100+ school-age children in swim safety and technique, assessed skill levels, managed lesson schedules, and maintained readiness to follow emergency and first-aid protocols

Albany Avila Retirement Community (*Dining Room Server & Manager*)

Mar 2021- Aug 2024

- Provided exceptional service to 300+ live-in residents, resolving issues, supervising seating, and supporting kitchen and staff operations

SKILLS & INTERESTS

Skills: Sprinklr, CapCut, MediaBeacon, Foreplay, Google Ads, Google Merchant Center, Looker Studio, YouTube Studio, Shopify, ClickUp, Otmyzr, Feedonomics; Proficient in MS Office and G-Suite; familiar with Python & R

Interests & Languages: Piano, Cooking, Yoga, Podcasts, Walking, Coffee, Proficient in Spanish