

Peter Scopelliti

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Seeking an entry-level market research/analyst position in consumer products. Passionate about automobiles and clean energy.

Education:

Bachelor of Arts – Gettysburg College – Gettysburg, PA May 2023
Recruitment Chair - Sigma Alpha Epsilon

Fairfield College Preparatory School - Fairfield, CT June 2019
Baseball – Freshman, JV & Varsity Captain

Experience:

Market Research Intern - Concept One Communications, Southport, CT Summer 2022
Leading Integrated Agency specializing in advertising, activation, entertainment, social, and shopper marketing.

- Assisted in developing brand positioning for aftermarket auto part companies (Morris 4x4 & Auto Anything).
- Conducted competitive analysis to inform possible white space territories to update campaign development; presented findings to the executive team.
- Brainstormed creative marketing ideas including unique brand-specific tag lines and advertisements.
- Involved with competitive research, brand positioning, and creative development.
- Interacted with internal and external members at the executive level.
- Met deadlines in a small fast-paced environment with constantly changing needs from the client.

Marketing Intern - Smith Electric Vehicle, Kansas City, MO Summer 2021
Assisted the Chairman with researching US government grants available to subsidize electric vehicles to provide capital to restart company operations.

- Conducted industry research to identify government grant programs from the VW settlement.
- Prepared and presented findings and recommendations for potential grants.

Senior Team Member- Greenwich Water Club, Greenwich, CT Summer 2019-2021
Responsible for staff management, maintenance, and upkeep of the club and fuel dock.

- Managed, trained, and coordinated dock staff while managing a fleet of rental boats.
- Provided client service and collaborated with all departments daily to achieve top priorities.

Manager in Training Program - Student Transportation Of America, Greenwich, CT Summer 2018
Assisted with inventory management and tracking labor for summer charter trips while rotating through dispatch, maintenance, and operations areas.

Skills, Activities & Interests:

Skills –Excel, Word, PowerPoint, SPSS, WordPress, Google Drive, Google Docs, Google Sheets, Google Slides, Outlook.

Personal Interests – Racing, cooking, coin collecting, skiing, boating, white water rafting and camping.