

Michael Dubois

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EDUCATION

Bryant University, Smithfield R.I

May 2026

Bachelor of Science in Business Administration

Double major: Marketing, Finance

Minor: Economics

GPA: 3.78 | Dean's List

INTERNSHIP EXPERIENCE

Business Development Intern, Loureiro Engineering Associates Inc., Plainville, CT

May 2024 – August 2024

- Performed market research projects that identified infrastructure development and capital improvement involving engineering and environmental firms.
- Developed SWOT analyses and reports of key findings for senior leadership review.
- Conducted lead generation campaigns that identified new business opportunities and partnerships.

ACADEMIC PROJECTS/RELAVENT COURSE WORK

Group Leader Marketing Research, Bryant University

Fall 2024

- Defined the team research objectives, developed primary & secondary research reports and presented client results.
- Utilized Qualtrics survey and Tableau to develop data driven client recommendations.
- Conducted statistical analysis and hypothesis testing to determine the effectiveness of advertising strategies.

Financial Investments, Bryant University

Fall 2024

- Contributed to a team portfolio of assets reviewed weekly, collectively assessing the status, growth, and allocation.
- Presented investments opportunities including stocks, bonds, ETFs, and call options, applying mean-variance tools, diversification, turnover ratio, and asset allocation. Followed an investment objective updated monthly.
- Utilized Bloomberg, StockTrak, and Value Line data services to evaluate assets, industry data, and growth strategies.

Group Leader Financial Accounting, Bryant University

Fall 2023

- Established roles and responsibilities for project, organized team research initiatives, evaluated financial statements content, calculated financial ratios, and analyzed trends in the financial services industry following the SVB collapse.
- Collaboratively determined the short-term and long-term status of various financial firms and presented results.

Group Leader Principles of Marketing Concepts, Bryant University

Fall 2023

- Led a team to research target market demographics as well as socioeconomic, and global forces that can influence a new product launch campaign. Examined market feedback to determine product opportunities and positioning.
- Presented findings with foreseeable market projections and cost projections.
- Created digital marketing advertisements to reach desired target market on various media platforms.

CLUB ASSOCIATIONS & SPECIAL INTERESTS

Marketing Coordinator, Collegiate Entrepreneurs Organization, Bryant University

September 2022 - Present

- Develop brand messaging and content for popular social media platforms and print media on campus.
- Host membership drives, awareness campaigns, and events showcasing entrepreneurs, businesses, and ideas.

CERTIFICATIONS

Bloomberg: Market Concepts, Finance Fundamentals, Environmental Social Governance.

LinkedIn: Tableau for Business Insights, Excel Training, Marketing Foundations

Stukent: Market Research Simternship