Leonardo Yon

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EDUCATION

North Carolina State University, Poole College of Management **Raleigh, NC | Expected December 2027**
B.S. in Business Administration – Marketing Concentration | Minor: Journalism

WORK EXPERIENCE

Harris Teeter Supermarkets (Kroger Family of Companies) **Charlotte, NC | June 2023 – Present**
Digital Marketing Intern *Matthews, NC | May 2026 – August 2026*

- Optimized PUSH notification messaging strategy for a 450,000+ mobile user dataset, improving campaign relevance and increasing sales and app engagement.
- Assisted in targeted omnichannel email campaigns to 1,000,000+ loyalty customers, increasing digital awareness across various promotional touchpoints.
- Developed and published SEO-aligned landing pages on harristeeter.com in collaboration with brand and merchandising teams, strengthening online brand presence using the AMP Platform.

Retail Associate ↑ Promoted to Digital Marketing Intern *Charlotte, NC | June 2023 – Present*

- Delivered high-quality, personalized customer experiences across 200+ daily interactions, contributing to consistently positive store satisfaction metrics.
- Applied frontline consumer insights to develop a deeper understanding of shopper behavior, directly informing transition into a digital marketing role.
- Collaborated with a team of 20+ associates to maintain smooth store operations during peak hours, ensuring brand standards were upheld in every operational aspect.

EATS2SEATS **Raleigh, NC | September 2024 – Present**
Game Day Operations Associate

- Coordinated fan-facing operations at NC State and Carolina Courage sporting events ranging from 5,000-56,000+ attendees, ensuring seamless logistics and an elevated brand experience.
- Processed high-volume contactless POS transactions with accuracy under pressure, reducing wait times and improving game day experiences.
- Resolved real-time attendee inquiries on the floor, upholding the NC State Athletics brand standard and fostering a positive event environment.

LEADERSHIP & CAMPUS INVOLVEMENT

American Marketing Association – NCSU Chapter **Raleigh, NC | August 2025 – Present**
Member

- Engaged with brand marketers and industry professionals through speaker series and networking events, building a pipeline of career opportunities.
- Applied classroom marketing concepts to real-world case discussions, strengthening strategic thinking in brand positioning and consumer targeting.
- Collaborated with chapter members on marketing initiatives, contributing to increased event attendance and overall chapter engagement.

Association of Latino Professionals for America – NCSU Chapter **Raleigh, NC | August 2024 – Present**
E-Board Member, Marketing Committee *Raleigh, NC | August 2025 – Present*

- Assisted with digital marketing strategy for a 100+ member professional organization, driving measurable growth in social media engagement and event attendance.
- Collaborated in designing and distributing marketing material across multiple channels, increasing chapter visibility and strengthening the organization's brand identity on campus.
- Partnered cross-functionally with e-board officers to align campaign messaging with chapter goals, improving outreach effectiveness.

E-Board Member, Corporate Relations Committee *Raleigh, NC | August 2024 – May 2025*

- Cultivated relationships with sponsors and industry professionals, expanding the chapter's network and strengthening its career development pipeline and talent pool.
- Coordinated professional development events connecting 100+ student members with recruiters, resulting in increased internship and full-time placement opportunities.
- Promoted Latino representation and inclusive culture across campus through targeted outreach, contributing to a more diverse and engaged student community.

SKILLS

Technical & Practical: Brand Management, Campaign Development, Content Strategy, Omnichannel Marketing, Consumer Insights, KPI Reporting, Web Content Management, Email Marketing, Social Media Marketing, Google Ads, Graphic Design, Videography, Salesforce, AMP, Music Production, Journalistic Writing and Editing, SEO, Data Set Curation, AI Prompting, Adobe Workfront, SOP Creation, Excel, Word, Powerpoint,

Languages: English (Fluent), Spanish (Fluent), German (Limited Conversational)