

HANLYN O'NEIL

Boston, MA | 508.545.4559 | hanlyn.g.oneil@gmail.com | linkedin.com/in/hanlynoneil | hanlynoneil.com

Honors marketing graduate with hands-on experience in AI-assisted content strategy, AEO/GEO, and multi-channel campaigns. Managed 12+ client accounts at once with zero missed deadlines, and grew a social platform 5x in one semester. I've been trusted with more responsibility at every internship and bring a mix of creative thinking, strategy, and data-driven execution. Looking to bring that energy to a marketing role in the Boston area.

EXPERIENCE

Marketing Services Intern | KingFish + Partners, Beverly, MA

Aug 2025 – Apr 2026

- Managed 12 client accounts simultaneously, using Clickup, Slack, Monday.com, Trello, and/or Microsoft Office Suite, delivering all project milestones on schedule with zero missed deadlines.
- Wrote and structured AI-optimized content using KingFish's human-guided, AI-powered content system built for SEO, Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO), supporting 4+ client accounts.
- Built and deployed email campaigns segmented by job title and industry using HubSpot, reaching 2,000+ prospects per send.
- Assisted in the build, creation, and maintenance of websites using Figma for wireframing, and WordPress and Elementor during build and activation
- Presented campaign recommendations and market research, using SEMrush and Google Analytics, to internal stakeholders, contributing to approved client initiatives daily.

Marketing & Events Associate | Cape Cod Beer, Hyannis, MA

May 2024 – Present

- Drove on-premise brand engagement for a regional beverage brand, planning and executing 15+ large-scale promotional events and activations with attendance up to 450 people.
- Made real-time website updates using WordPress.
- Educated guests on product line and brand story each shift, contributing to increased repeat visit rates.
- Supported merchandising and email marketing efforts by connecting with customers both online and in-person to build brand awareness and customer retention.

Business Administration & Marketing Associate | DMD Interiors, East Sandwich, MA

May 2024 – August 2026

- Managed the inbound sales pipeline via phone and email, coordinating client follow-up through close.
- Built and maintained relationships with B2B vendors and manufacturers to source product and negotiate pricing.
- Contributed creative direction and project coordination on a \$5 million luxury residential project in Naples, FL.
- Promoted to full-time team member following the internship based on performance review.

Social Media & Event Promotions Assistant | Endicott College, Beverly, MA

Sep 2024 – May 2025

- Nominated by faculty to lead social media and campus outreach, using Instagram and LinkedIn for the School of Social Sciences, Communications & Humanities.
- Grew Instagram platform following 5x, from 200 to 1,000, in one semester through a targeted content strategy.
- Coordinated on-site logistics for 7+ events featuring 3 guest speakers, supported by 10+ social media posts via Instagram and LinkedIn.

Marketing Intern | Bright Buoy Marketing, Orleans, MA

May 2023 – Aug 2023

- Redesigned the Chatham Penny Candy website using Wix, modernizing UX and improving overall site performance.
- Offered a full-time role at completion of the internship based on performance.

EDUCATION

Endicott College | Beverly, MA

May 2026

B.S., Marketing Communications & Advertising; B.S., Business Management; Minor, Fashion Merchandising

GPA: 3.88 | Lambda Pi Eta Honors Society

- Presented strategic marketing recommendations for an award-recognized capstone project, ranked **Top 4 in division**.

SKILLS

Analytics: Google Analytics 4, Microsoft Power BI, Tableau, SEMrush

AI Content Strategy: AEO/GEO optimization, AI content QA/accuracy review, Claude, Gemini

Platforms: HubSpot, Mailchimp, Meta Business Suite, Hootsuite, Eclincher, WordPress

Design: Adobe Photoshop, Illustrator, InDesign, Figma, Canva, Elementor

Project Management: ClickUp, Monday.com, Trello, Microsoft Office Suite, Slack