

Brooke Slingluff

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EDUCATION

TULANE UNIVERSITY | A. B. FREEMAN SCHOOL OF BUSINESS

New Orleans, LA

Bachelor of Science in Management

May 2027

Major: Marketing

Minor: Sociology

Dean's List: Fall 2024

Relevant Coursework: Advanced Marketing Strategy, Marketing Research, Digital Communication Strategy, Brand Management, Sports Marketing, Entrepreneurship in Creative Industries, International Business, Management Communication

THE MADEIRA SCHOOL | GPA: 4.0

McLean, VA

Top college preparatory school ranked 2nd best private school in Virginia

August 2019 – June 2023

PROJECTS

AI-BUILT VENTURE CONCEPT & INVESTOR PITCH

Entrepreneurship in Creative Industries

- Built an original venture concept using AI tools for market research, customer segmentation, brand development, competitive analysis, and go-to-market strategy, then pitched it to a venture capital firm.

DAT DOG BRAND & MARKET ANALYSIS

Marketing Project

- Conducted a SWOT analysis and market segmentation study on Dat Dog, a local artisanal hot dog franchise, to inform brand positioning recommendations.

EXPERIENCE

MAGRINO

New York, NY

Hospitality Public Relations Intern

June 2026 – August 2026

- Monitored hospitality, luxury-travel, and food-and-beverage media coverage, compiling press clips, client coverage recaps, and weekly trend reports for client teams.
- Built and maintained master media and influencer lists in Muck Rack, finding relevant journalists for specific clients.
- Supported targeted pitching and account research for luxury hotel clients, identifying relevant journalists, vetting creators, and auditing competitors.
- Created a comprehensive speaking events list with direct positioning statements and reasons for activation for consumer brands.

VINVIEW (acquired by Overhaul)

New York, NY

Sales and Technology Intern

May 2025 – August 2025

- Collaborated with automotive dealerships through direct outreach and on-site visits to promote VINView's vehicle-visibility software and communicate its value proposition.
- Assisted clients with software onboarding, account setup, and troubleshooting to ensure seamless adoption, while gathering user feedback that informed product updates.
- Contributed to VINView's business growth during a critical stage leading up to its acquisition by Overhaul, a logistics unicorn.

WHITE PLAINS PARKS AND RECREATION

White Plains, NY

Head Counselor

June 2025 – August 2025

- Supervised and mentored a group of 10-year-old campers, creating a safe, engaging, and supportive environment through daily activities and team-building exercises.
- Led a team of counselors to coordinate programming, manage schedules, and ensure effective communication across staff and campers.

MIND AND MEDIA

Washington, DC

Marketing Intern

October 2022 – November 2022

- Collaborated virtually with a cross-functional team to develop creative marketing deliverables under tight deadlines.
- Managed shot lists on set for an informational marketing campaign, ensuring efficient production workflow and alignment with creative objectives.

COMMUNITY SERVICE

TULANE STUDENT SERVICE

New Orleans, LA

Volunteer Tutor

- Volunteered as a tutor for school-age children, adapting instructional support to individual learning needs in the larger New Orleans area.

CAMPUS ACTIVITIES

DELTA DELTA DELTA

New Orleans, LA

Active Member

January 2023 – Present

- Served as a liaison between members and leadership to ensure clear communication and successful events.

WOMEN IN BUSINESS

New Orleans, LA

Coordinating Member

May 2023 – Present

- Supports initiatives connecting students with leading women professionals and promoting female empowerment in business.

SKILLS AND INTERESTS

Software: Microsoft Office 365, Muck Rack, Canva, Adobe Premiere, SPSS, Qualtrics, R Software, Claude Code, Excel, CreatorIQ

Licenses/Certifications: Excel Certification, CPR Certification

Interests: Film Production, F1 Racing, Media, Political Podcasts, Reading, Journalism, Creative Writing, Broadway Musicals, Travel