

# JOSEPH CZUCHAN

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Detail-oriented marketing and administrative professional with hands-on experience supporting brand initiatives, research projects, and creative operations for nationally recognized organizations. Proven ability to manage logistics, track data, coordinate cross-functional teams, and support fast-paced projects with accuracy and efficiency.

## Core Competencies

Project Management | Multitasking | Administrative Support | Digital Marketing | Creative Asset Management  
Microsoft Office Suite (Word, PowerPoint, Excel, Outlook) | SharePoint | Time Sheet Management  
Social Media Marketing & Publishing (Facebook, IG, TikTok, X)

## PROFESSIONAL EXPERIENCE

**PEPSICO, Life Science, Purchase New York**  
**Marketing Coordinator - Project Based**

2025

- Provide administrative support for life science research projects, including liaising with healthcare professionals, screening participants, and managing surveys, focus groups, and participant logistics.
- Created spreadsheets to track focus group data, results, project timelines, and participant payments.

**NEW YORK MEDICAL COLLEGE, Valhalla NY**  
**Public Safety Officer**

2024

- Manage multiple projects and tasks in a high-pressure work environment.
- Served as the primary liaison between the security team and medical staff, ensuring smooth coordination across departments.
- Coordinated travel arrangements and logistics for administrators and medical personnel.

**MADISON SQUARE GARDEN, New York, NY**  
**Marketing Coordinator – Project Based**

2023

- Conducted audit of all creative assets within the Madison Square Garden arena.
- Organized, categorized, and documented creative materials for executive management.
- Collaborated with audit team members as well as worked independently.

**EASTCHESTER WINE STOP, Eastchester, NY**  
**Sales Associate**

2020 - 2022

- Managed day-to-day store operations, oversaw financial transactions and tracking of monthly invoicing. Responsible for marketing promotions and live event tasting.

## EDUCATION

**Iona University - La Penta School of Business**  
**Bachelor of Business Administration**

2024

- Developed brand strategy and social marketing campaign for Maine Crisp Collected.
- Responsible for TikTok social media channel creative development and data analysis for Nutsola
- Performed customer research leading to a new brand positioning strategy for Ward Acres Coordinated live events to drive membership acquisition increasing park pass membership by over 20%
- Contributed in the ideation, pitching and execution of award-winning team marketing projects.