

# Ilanit Megidesh

774-279-8079 | imegidesh@gmail.com

PO Box 1235, Framingham, MA 01701

“

Self-love is a good thing,  
but self-awareness is more  
important”

*Louis C.K.*

## Education

### Rochester Institute of Technology

*Bachelor of Science in New Media Marketing* | **GPA:** 3.78/4.0

**Expected:** September 2017

**Minors:** Media Arts & Technology | Economics

**Immersion:** Advertising & Public Relations

## Experience

### **Student Manager:** Brick City Catering, Rochester, NY | Aug 2016 - Present

- Managing and directing student caterers to facilitate event activities
- Promoted from Student Caterer (Sept 2014-May 2016)

### **Digital Marketing Intern:** Wakefly, Inc., Marlborough, MA | May 2016 - Aug 2016

- Managing social media interfaces (including Twitter, Facebook, Instagram and Pinterest) for Steiff USA and Plantiva; keyword ranking for Beckman Coulter; Facebook ad and website banner creation for Steiff USA; image restoration for Steiff USA; measuring engagement metrics for Steiff USA and Plantiva; blog writing and editing for Steiff USA and Plantiva; influencer outreach for Steiff USA and Plantiva

### **Personal Gardener:** Self-Employed, Framingham, MA | Sept 2010 - Aug 2016

- Planting, dead-heading, staking, landscape design and managing and directing assistant gardeners

## Volunteer

Boston Pride, Boston, MA | Jun 2013 - Present

Rhode Island Pride, Providence, RI | Jun 2013

Voices Against Violence, Framingham, MA | Jun 2011 - Oct 2011

## Projects

### **Healthy Lifestyle Campaign for Persuasion (COMM 305)**

### **Health Blog for Social Media Marketing (MKTG 430)**

### **Obesity Paper Analysis Presentation for Health Care Economics (ECON 450)**

### **Online Business Marketing Plan for Internet Marketing (MKTG 310)**

### **Business Plan for Business 2: Tech-Enabled Launch (MGIS 102)**

## Technical Skills

- |                    |                            |                      |                    |
|--------------------|----------------------------|----------------------|--------------------|
| • Layout Design    | • Adobe InDesign CC/CS6    | • MS Word            | • Social Media     |
| • Google Analytics | • Adobe Illustrator CC/CS6 | • MS Excel           | • Social Media     |
| • WordPress        | • Adobe Photoshop CC/CS6   | • MS PowerPoint      | • Metrics Analysis |
| • Hootsuite        | • Adobe Bridge CC          | • Facebook Ads       | • Market Research  |
| • SEMRush          | • Adobe Acrobat            | • Manager & Insights | • Minitab          |

## Awards

### **Inbound Marketing Certified - HubSpot**

### **Social Change Service Leadership Certificate**

Awarded through the RIT Leadership Institute

**Dean's List:** Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016