

Jacqueline Colello



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01523 Nathaniel Rochester Hall
Rochester, NY 14623

EDUCATION

Bachelor of Science: New Media Marketing | Rochester Institute of Technology
Cumulative GPA: 3.66
Expected Graduation: Spring 2018

PROFESSIONAL EXPERIENCE

Social Media Marketing Manager | RIT Behind the Bricks | Rochester, NY

August 2016 – Present

- Thoroughly analyze and organize current and past records of the organization
- Run marketing campaigns
- Write website articles
- Strategically develop social media posts to increase engagement

Marketing Analyst Intern | Clevermethod | Elma, NY

June 2015 – August 2015

- Analyzed website activities
- Developed marketing campaigns
- Established detailed analytic reports for clientele

Apartment Area Resident Advisor | RIT Center for Residence Life | Rochester, NY

August 2015 - Present

- Promote academic excellence and address student needs
- Act as an immediate resource for students within RIT housing
- Encourage involvement among residents in a way that supports the mission of the University

Student Building Supervisor | RIT Student Life Center | Rochester, NY

August 2015 – Present

- Provide excellent customer service at all times
- Engage, supervise, and train fellow employees
- Assist in organizing multiple aspects of the Student Life Center

Note Taker | National Technical Institute for the Deaf | Rochester, NY

October 2014 - Present

- Comprehensively listen to write collective class notes for members of the National Technical Institute for the Deaf

Volunteer | RIT FoodShare | Rochester, NY

January 2017 - Present

ACHEIVEMENTS/MEMBERSHIPS

Macy's Marketing Challenge 1st Place Winner

Spring 2016

RIT Marketing Club President

October 2014 – February 2017

American Marketing Association Member

February 2015 – Present

Dean's List, Saunders College of Business

August 2014 – Present

SKILLS

Search Engine Optimization, Google Analytics, Social Media Management, MS Office, WordPress, Outlook