

ABI VAN NOSTRAND

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ABIVANNOSTRAND.COM

SEEKING A CO-OP FOR SUMMER 2018 IN MARKETING OR ADVERTISING.

SKILLS

Microsoft Excel, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Powerpoint, Microsoft Word, Video editing, AP Style, Social Media(Twitter, Facebook, Instagram, Pinterest, Snapchat, YouTube), Google Docs/Drive, Conversational American Sign Language (in progress), BPMN Diagraming, Skee-ball

EDUCATION

Rochester Institute of Technology, 2015- expected December 2018

Bachelors of Science in Business Administration

Major: New Media Marketing

Minor: Advertising and Public Relations

Deans List Fall 2015, Spring 2015, Fall 2016, Spring 2016, Fall 2017

GPA: 3.76

Noteworthy Courses: Internet Marketing, Organization Behavior, Information Systems & Tech, PR Writing, Marketing 101, Advertising 101, Consumer Behavior, Theories of Communication, Critical Practice Social Media, Digital Design in Communication,

PROJECTS

Peer 2 Peer competition, 2017

Organized and designed social media marketing campaign, flourished as team leader and motivator, planned and executed events, and designed distinct brand.

Spotter Parking app, present

WORK

RIT Press

Social Media Manager, August 2017- Present

Working to develop and implement strategies to increase awareness of a spring photo conference. Deciphering techniques to boost social media engagements, and implementing these strategies. Research and planning role.

Starbucks

Barista, October 2016-Present

Participating in a dynamic team oriented work space, delivering exceptional customer service, producing products that meet and exceed company standards, and exercising the importance of consistency.

RIT New Student Orientation

Orientation Leader, summer 2016, summer 2017

Welcome new families and students to RIT, provide support to supervisors, improvise solutions, satisfy customer and supervisor needs quickly, and lead a group of 18 peers during orientation week.

Gap, Inc.

Sales Associate, July 2016- September 2016

Provided consistent and excellent customer service, aided in customer's decision-making process, and assisted in inventory counts.

OTHER EXPERIENCE

RIT Players, Marketing Director 2016, 2017, 2018

Directing a team of students from diverse areas of study to accomplish marketing efforts for theatrical productions.

Teaching basic marketing principles, implementing marketing plans, creating marketing materials, distributing materials, and event planning.

PR Student Society of America, Publicity Chair, RIT Chapter 2017

HubSpot, Inbound Marketing Certification, 2017