



# CHRISTIAN FRANCIS VANDERHOEF

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## SKILLS

Project Management  
Communication  
Market Research  
Marketing Strategy  
Organization  
Leadership  
SEO  
Social Media Marketing  
Social Networking  
Customer Relations  
Event Management  
Public Relations  
Microsoft Office  
Adobe Creative Suite

## INVOLVEMENT

RIT Residence Life  
- Resident Advisor  
2017 - Present  
RIT Brick City Singers  
- Marketing Director  
2015 - 2016  
RIT Art House  
- Co - President  
2015 - 2016  
Relay For Life  
- Team Captain  
2013 - 2016

## AWARDS

Macy's Marketing  
Challenge Winner  
- Spring 2016  
Tiger Tank Winner  
- Fall 2015

## SUMMARY

High energy young professional with an entrepreneurial mind, a record of innovative and strategic business decisions, and a history of managing several projects at once. Student leader and marketing specialist that focuses on the development of people and their ideas that shape the future.

## EDUCATION

### ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

Saunders College of Business and College of Liberal Arts

Graduation: May 2018

- Bachelor of Science in New Media Marketing and Economics

## WORK EXPERIENCE

### COLLEGE ACTIVITIES BOARD (CAB) AT RIT

ROCHESTER, NY

Marketing Coordinator

January 2015 - Present

- Coordinated event publicity to be processed for 40 events and counting.
- Collaborate with associates across campus to manage publicity posting.
- Lead a team of 6 artists, a web developer, and a social media manager.
- Established a digital-focused marketing strategy that cut paper usage by 54%.
- Reorganized the marketing department to match a new strategy.
- Conceptualized, planned, and executed 41 on-campus events for students.
- Communicate effectively with coworkers and develop teamwork.

### A CAPPELLA PRODUCTIONS (ACP)

BUFFALO, NY

Marketing Manager

October 2016 - Present

- Work closely with the rest of the management team to make key decisions.
- Strategize plans to improve social media reach and engagement.
- Managed a full rebrand that is near launch date.
- Worked with outside designers and developers to create a website.

### SAUNDERS COLLEGE OF BUSINESS AT RIT

ROCHESTER, NY

Web Developer

May 2017 - August 2017

- Worked with Drupal content management software to piece the site together.
- Utilized basic knowledge of HTML and CSS to ensure site functionality.
- Worked with a designer and developer on campus to create new features.
- Optimized the content to appear in search engines.

### MARCUM TECHNOLOGY, LLP

MELVILLE, NY

Marketing Intern

June 2015 - August 2015

- Managed social media accounts and aimed to improve their effectiveness.
- Formatted and designed internal and external newsletters.
- Assisted with promotion, planning, and execution of marketing events.