

Jane Brown

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EDUCATION

Rochester Institute of Technology, Saunders College of Business
Bachelor of Science, New Media Marketing

Rochester, NY
Expected May 2018

Minors

- Advertising and Public Relations
- International Business
 - USA-Croatia Global Exchange (Study Abroad)

Honors and Awards

- GPA: 3.74
- Dean's List, RIT Honors Program, Beta Gamma Sigma (Business Honor Society)

Related Coursework

- Social Media Marketing, Internet Marketing, Marketing Analytics, Web Foundations

EXPERIENCE

Pinckney Hugo Group

Syracuse, NY

Digital Marketing / Media Co-op

May 2016-August 2016 & May 2017-August 2017

- Collaborated with agency departments (Digital / Interactive, Account Service, Digital Media, PR, Creative) to develop and understand digital marketing strategies and meet client objectives
- Conducted research on clients, industries, and new digital trends
- Reviewed and provided insight on data and analytics

RIT Department of Modern Languages and Cultures

Rochester, NY

Digital Marketing Strategist

January 2018-May 2018

- Developed a marketing strategy for the new Applied Modern Languages and Cultures major, encompassing both traditional and new media-based practices
- Generated advertising copy and oversaw the creation of promotional graphics and videos
- Formulated and monitored unique social media campaigns that met the department's strict branding goals

Moran Insurance Agency, Inc.

Syracuse, NY

Freelance Digital Marketing Consultant

August 2016-September 2016

- Analyzed online presence and reported on areas of improvement
- Devised strategies to drive traffic to company website
- Curated social media and blog campaigns

RIT Global – Study Abroad Programs

Rochester, NY

Global Ambassador

September 2017-Present

- Provide information and share past experiences with students / parents at promotional events and panels
- Counsel first-time traveling students
- Create, distribute, and manage blog posts, social media content, and other marketing materials

ACTIVITIES

Vocal Accent, A Cappella Group – President / Manager

- Responsible for oversight of leadership committee, group facilitation, and event scheduling

Delta Sigma Pi, Professional Business Fraternity – Vice President of Pledge Education

- Oversaw preparation of seven pledges for examination and initiation