

Andrea Green

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Professional Summary

RIT New Media Marketing major excited by new ventures, developing targeted strategies and fully investing herself into the growth of businesses and projects. Experience in marketing plan development for actual businesses, creating targeted social media content and working in teams. Seeking a co-op opportunity from May 2019 to August 2019.

Education

Bachelor of Science in New Media Marketing

Rochester Institute of Technology, Rochester, NY

Expected May 2020

Current GPA: 3.7

Associate in Business Administration

Monroe Community College, Rochester, NY

May 2018

Overall GPA: 3.7

Relevant Projects

Student Marketing Campaign Competition for AMA Rochester Collegiate Conference

- Solely created a 24-page inbound marketing strategy for First American Equipment Finance
- Presenting this strategy in the AMA Rochester Collegiate Conference on February 22nd

Website Consumer Blog Posts

- Wrote two blog posts using WordPress to help Abbott's Frozen Custard gain brand awareness and inform customers about history of company

Instagram and Facebook Management

- Produced content for both platforms
- Managed and posted content on pages for Abbott's Frozen Custard Corporate
- Created and managed Instagram and page for Abbott's Frozen Custard Franchise in Bushnell's Basin

Business Ethics and Corporate Social Responsibility

- Created and posted content for an ethics [blog](#)

Experience

Marketing Coordinator | RIT Student Auxiliary Services | January 2019 to Present

- Producing, managing and scheduling social media content
- Using Trello and Hootsuite to help support social media tasks
- Utilizing Facebook and Instagram analytics to measure performance

Social Media Manager and Marketing Intern | Abbott's Frozen Custard | June 2018 to August 2018

- Increased Facebook followers from 67 people to 79 people (15%)
 - Improved page likes from 60 to 77 (22%)
- Upgraded average total organic reach on Facebook from 81 to 262 (70%)
- Used Illustrator and Canva to create content according to marketing calendar

Customer Service | Abbott's Frozen Custard | April 2014 to August 2018

- Served customers ice cream, managed a cash register, cleaned machinery
- Made ice cream, designed cakes, trained night sales associates and completed night closing duties
- Received kind review from owner, Scott Bagley

Skills and Awards

- 2018 RIT Trustee Transfer Student Scholarship Recipient
 - Received \$8,500 for completing associates degree and maintaining a cumulative GPA of 3.7
- 2017 Monroe Community College Them Foundation Scholarship recipient
- Proficient in Canva
- Fluent in Spanish (verbally and written)

Extracurricular Activities

- Women in Business Club 2018-2019: RIT
- Salesforce Club 2018-2019: RIT
- Women's Volleyball Club Team 2018-2019: RIT
- Phi Theta Kappa 2016-2018: Monroe Community College
- Women's Volleyball Team 2016-2018: Monroe Community College