

Undergraduate student with vast knowledge and experience in digital marketing, seeking a full-time position in which educational background and skills can be utilized | Available June 2019

## EDUCATION

Rochester Institute of Technology, Rochester NY

**Major:** New Media Marketing BS, anticipated in May 2019

**Minor:** Nutritional Sciences

**Relevant Coursework:** Search Engine Marketing & Analytics, Social Media Marketing, Internet Marketing, Consumer Behavior, Cross Media Foundations, Operations Management, Business Planning Tools & Practices, Statistics I & II, Organizational Behavior, Psychology, Macroeconomics, Microeconomics

## WORK EXPERIENCE

RARE (brokered by NY CASA GROUP), Brooklyn, NY | June 2018-Present

*Marketing Assistant & Content Curator*

- Coordinates RARE print & digital marketing materials
- Creates online content and manages social media accounts (i.e. Twitter, Instagram, FindWhatsRare.com)
- Coordinates Real Estate Traffic Reports and RARE Online Listings Portfolio (i.e. Nestio, Streeteasy)
- Assists in event planning & coordination
- Aids in supplemental content production including photography, videography, photo & video editing, graphic design, production set up & breakdown, content scouting, lifestyle research and acting as a RARE Brand Ambassador

ROCHESTER INSTITUTE OF TECHNOLOGY, Henrietta, NY | June 2017-Present

*Marketing & Staff Assistant - Department of Service Systems*

- Created promotional content in efforts to increase department's enrollment, including social media posts, posters, and brochures
- Monitored Facebook and LinkedIn accounts, posted new content as directed
- Fulfilled staff requests including providing research, contact information, placing orders, organizing paperwork, deliveries, etc.

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TOTAL WELLNESS, INC., Rochester, NY | June - August 2016

*Intern*

- Monitored company's social media accounts, including Twitter and Facebook
- Gathered and prepared data for Marlisa Brown R.D.'s presentations
- Performed research on dietary gluten and gluten sensitives and prepared corresponding blog post
- Shadowed patient consultations

## PROJECTS

- Kodak Professional Social Media Marketing Plan
  - Developed social media strategy for the month of December for Kodak Professional representatives
- WeCare Product Marketing Plan
  - Worked to develop a marketing plan for a hypothetical college care package subscription service
- LifeAcademy Product Marketing Plan
  - Worked to develop a marketing plan for a hypothetical life skills course program
- Stukent Market Simulation
  - Online GoogleAdWords simulation
- GainzOnTheGo Business Plan
  - Worked to develop business plan for a hypothetical mobile gym membership application

## SKILLS

- Proficient at Mac & Windows OS, Hootsuite (certified), Adobe Creative Suite, Canva, Google AdWords & Analytics, Microsoft Office, MiniTab
- Extensive customer service experience

## LEADERSHIP & AFFILIATIONS

*Vice President of Programming & Philanthropy Coordinator, RIT DELTA PHI EPSILON SORORITY | Fall 2016 - Present*

- Managed the philanthropic event planning, programming and community service of the sorority, supervised subordinate coordinator positions
- Collaborated with PR Coordinator, Branding Coordinator, and Vice President of Recruitment to develop visual brand identity of RIT Delta Phi Epsilon Sorority for social media and event promotion