

# Sierra Tower

774.290.6250 | [ssenior/portfolio](#) | [ssenior//linkedin](#) | [ssenior@wellesley.edu](mailto:ssenior@wellesley.edu)

## EDUCATION

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**Wellesley College**, Wellesley, MA  
B.A. in Media Arts and Sciences | Cumulative GPA: 3.75

Expected May 2021

**Massachusetts Institute of Technology (MIT)**, Cambridge, MA  
Cross-registered student

September 2019 – May 2020

## EXPERIENCE

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**Experiential Marketing Intern** | McCann Worldgroup | New York, NY June – August 2020

- Gained firsthand knowledge of how to work cross-functionally in an advertising firm as part of *Momentum*, McCann's Experiential Marketing group.
- Generated innovative ideas to increase consumer touchpoints and build stronger brand relevance.
- Researched industry trends in retail and consumer packaged goods to support development of client proposals.

**Public Relations Intern** | Weber Shandwick | Athens, Greece June – August 2019

- Created and edited engaging content for client presentations utilizing industry specific data and analysis.
- Updated media lists and databases and translated press releases from Greek to English to increase outreach to international media.
- Perform competitive analysis of client brands by conducting digital and print media scans.

**Events Assistant** | Wellesley College Hackathon | Wellesley, MA January 2019 – November 2020

- Empowered college undergraduates in technology to come together for 30 hours and develop innovative web, mobile, and hardware projects through intimate mentor-based experiences.
- Managed check-in desk, hardware table, and equipment setup to provide participants with access to effective technology resources.
- Photographed event, edited and processed photos, and posted to Hackathon social media accounts to increase event visibility.

**Vice President** | Wellesley College Habitat for Humanity | Wellesley, MA September 2018 – Present

- Organize annual fundraising events raising over \$5,000 to support four service projects per year.
- Coordinate service events and building projects with other university chapters to share resources.
- Communicate with student members about events and building projects via social media to increase member engagement in chapter activities.
- Recruit student members and facilitate orientation workshops to introduce new members to the organization.

**Operations Intern** | Desmos | Athens, Greece June 2018 – August 2018

- Wrote and translated text from Greek to English for website and email marketing campaigns to support the efforts of Desmos, a foundation dedicated to utilizing private initiatives to address Greek humanitarian crises.
- Assisted in planning annual fundraising art auction, including researching, writing, and editing exhibition catalogue entries, publicity brochures, and digital marketing materials.
- Created analytic reports included in staff presentations to major donors.
- Managed data entry in Raiser's Edge for donations to ensure proper fund designations and donor attributions.

## SKILLS

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Adobe Creative Cloud | CSS | Google Suite | HTML5 | Java | JavaScript | JQuery Mobile | Python | Microsoft Office Suite | Raiser's Edge | Wordpress | Fluent in English, Greek, and Spanish