

NOAH SPINA

EXPERIENCE

Freelance | Syracuse, NY **Social Media Manager**

June 2022- Present

- Manage TikTok account, with 5-6 posts a day.
- Create and curate social media posts surrounding news and pop culture.
- Research and implement new media strategies to increase engagement.
- Gained 180,000 followers within 6 months of account creation.
- Amassed 16,000,000 likes and 120,000,000 views across all posts.

Apple Inc. | Syracuse, NY **Operations Specialist**

Nov 2023 - Present

- Complete inventory receiving, counting, returning, and running tasks under deadlines each day.
- Promote understanding of inventory management throughout all areas of the store.
- Successfully reached a 99% inventory accuracy target established by the company.
- Investigate systematic inventory variances by using the correct channels to research movement of missing products after each transaction.

Specialist

July 2021 - Nov 2023

- Provide outstanding customer experience through discovering and matching needs.
- Create excitement around all Apple products, increasing brand loyalty.
- Conduct visual and merchandising resets that coincide with new product launches.
- Train and implement feedback for new hires to ensure their behaviors match Apple's customer service standards.

EDUCATION

M.S. in Advanced Media Management

S.I. Newhouse School of Public
Communications

Syracuse, NY | Jul. 2024- Jul. 2025

B.S. in Advertising | Minor: English

S.I. Newhouse School of Public
Communications

Syracuse, NY | Aug. 2020-May 2024

SKILLS

Certifications

Microsoft Office Specialist: Excel Associate

Coding

HTML, Javascript, Python

Digital

Adobe: Premiere Pro, Photoshop,
Illustrator, InDesign, XD

Canva

Capcut

Google Workspace: Drive, Docs, Sheets,
Slides

Microsoft Office: Word, Excel, PowerPoint
Logic Pro

Writing

APA; MLA

PUBLICATION

"How Web3 Can Revolutionize the Film
Industry," Medium, Dec. 2023.