

Stephany Canela

New York, NY

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EDUCATION

Baruch College/CUNY- Weissman School of Arts
Bachelor of Science in Psychology | Minor: New Media Arts
Major GPA: 3.7 | GPA 3.2

Manhattan, NY

Expected May 2023

- Related Coursework: Research Methods, Statistics, Photography

EXPERIENCE

D7 Intel Crop

Manhattan, NY

Marketing Strategist Intern

October 2022- November 2022

- Constructed a presentation analyzing research from the Youtube Algorithm, SEMRush, WordStream, Google Trends, and Ahrefs to help the client understand the interest of their customers
- Utilized keywords to formulate titles that will drive awareness for the Las Vegas event that the client was having which rose by 10%
- Collaborated with the client and brand strategist to find the touchpoints on the story and message that was to be conveyed to bring organic traffic to the Las Vegas event

Flexie

Charlotte, NC

Digital Marketing Intern

July 2022 – Aug 2022

- Published a SEO playbook by inspecting the customer's needs for the company that utilizes the most useful keywords, backlink, and press to drive traffic to the company's website
- Produced a Social Media marketing playbook for 6 of their social media channels to drive awareness to their company by having growth hacks, a list of influencers to get contact with, and creating hashtags for their content.
- Created 5 blog posts to drive organic traffic to PettyGigs website and designed 12 social media content on Tik-Tok, Twitter, and Instagram
- Attended pay per click (PPC) campaign with Google ads to finding more effective advertising more strategies and collaborated with team to increase Facebook groups traffic by 6%
- Contacted influencers by drafting pitches of what the app does for teens and young adults as well as negotiate deals

Certifications & Workshops

The Graduate Center- Digital Institute Program

Manhattan, NY

Participant

Jan 2023-May 2023

- Acquired knowledge on data science, HTML5, CSS, and javascript through a four day workshop
- Collaborated with two team members to present the website about NYC migrants to our fellow peers in the program

Google Foundations of Digital Marketing & E-Commerce

Manhattan, NY

Participant

July 2022-April 2023

- Acquired knowledge to develop digital marketing and ecommerce strategies which helps manage media plans
- Mastered attracting and engaging customers through a variety of social media such as Twitter, Instagram, Facebook, and much more

VOLUNTEER & ACTIVITIES

Baruch Psychology Club

Manhattan, NY

Social Media Committee Board Member

Aug 2022- May 2023

- Design 6 flyers using Canva to attract undergraduate students to go to club events that were for socializing before holiday break, meet and greets where more than 20 students attended
- Create instagram stories through Canva about club events to bring in more traffic for the club events where more than 20 people attended

SKILLS

Computer: Proficient in Microsoft Word, Excel, HTML5, CSS, JavaScript, Canva, Adobe Creative Suite, Visual Studio Code, GitHub, and Lightroom, Google Analytics, SPSS, SEO, and SEMRush

Language: Spanish (Native Speaker), French (Limited working proficiency)