

Arianna N. Friedman

Digital Marketing Coordinator

Experience

Coordinator Intern

Ron Friedman CPA, Dec 2019 - Present

- Gathered client data for regular postal service and digital marketing mail.
- Scheduled posts on Hootsuite social media management platform.
- Created, designed, and executed graphics and built a digital footprint for an accounting firm.

Digital Media Intern

Bridal Guide Magazine, May 2019 - Present

- Uploaded brand specific content to Hootsuite and scheduled daily marketing posts to twitter.
- Created editorial graphics for clients Pinterest account and 'pinned' new content to seasonal boards.
- Collaborated in the creation of articles and slideshows to clients website which included editing copy, links, and the prepping/uploading of photos.
- Assisted the team with the overall photography process for the clients Instagram account.

Early Childhood Program Counselor

JCC on the Hudson, Sept 2016 - March 2020

- Supervised children aged 2-5 years old at a summer camp and planned various activities for the children to part-take during the day.
- Assisted team leads with administrative duties in the main office.

Education

SUNY Oneonta, May 2020

Bachelor of Science in Fashion Merchandising

GPA: 3.26

Awards: Dean's List (Dec 2018, May 2019)

Activities: Student Fashion Society, Alpha Phi Omega, Community Service Fraternity

Fashion Institute of Technology, May 2020

Associates Degree in Advertising and Marketing Communications

GPA: 3.61

Activities: Events Coordinator for Chabad

Skills

Technical: Adobe Creative Suite, Microsoft Office, G Suite, Dropbox, Outlook, Wix, Mailchimp, Canva, Hootsuite, iMovie, Github, Zoom, Slack, Trello, Instagram, Facebook, Twitter, Tik Tok, Snapchat

Soft: Creative / Innovative, Self-starter, Collaboration, Detail-oriented, Project Management, Storytelling, Delegating, Social Media Management, Adaptable

Contact

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