

AMY C

GEOGRAPHY: Northeast, Northern California and Bay Area, Pacific Northwest

INDUSTRY: [Event Planning](#), [Fundraising/Development](#), [Marketing/Advertising](#), [Publishing/Editing](#), [Sales](#)

EDUCATION

Scripps College, *Claremont, CA*

Bachelor of Arts in English with Minor in Hispanic Studies

Expected May 2015

IES Abroad, *Granada, Spain*

September - December 2013

EXPERIENCE

Hollaback! Boston, *Collegiate Intern*

June - August 2014

- Created a Campus Ambassador program to launch in Boston area colleges/universities
- Facilitated workshops with local teens and women's groups on the subject of street harassment and public safety
- Promoted the organization and its mission through sponsorship and tabling/attendance of local events

Scripps College Office of Admissions, *Tour Guide*

September 2012 - Present

- Lead bi-weekly campus tours to prospective students and their families
- Assist with miscellaneous office tasks

Hearst Corporation, *Advertising/ Marketing Intern*, New York, New York

June - August 2013

- Assisted in Marketing and Advertising departments of Hearst Design Group, a subdivision of Hearst Publishing under which *House Beautiful*, *Veranda*, and *Elle Decor* magazines are run
- Attended marketing and sales weekly meetings with the staff of the three, Hearst Design Group (HDG) magazines
- Presented summaries of potential clients' advertising strategies, visual content, and ad placement to HDG sales reps in preparation for pitch meetings
- Edited content for the HDG blog
- Collaborated with the event-planning staff in preparations for the HDG National Sales and Marketing Meeting, ensuring all materials (name tags, daily agendas, favors, etc.) were prepared, organized, and distributed to all attendees of this event

Cannistraro, LLC, *PR/ Marketing Assistant*, Watertown, MA

May-August 2012

- Completed a summer-long project that involved contacting, arranging meetings with, and interviewing significant clients about their experience working with the company over the past 50 years
- Wrote article-style narrations of each interview conducted to be used for marketing and publicity purposes
- Ventured to various job sites across Massachusetts to take photos of job-progress, and to work directly with project managers as research for blog posts and newsletter articles (published throughout the summer)
- Updated company social media content, weekly (Twitter and BlogSpot)

The Cape Cod Times, Hyannis, MA, *Newsroom Intern*

June- August 2010

- Worked in an active newsroom setting and attended daily brainstorm meetings with editors and staff writers
- Wrote bylined articles on local events and points of interest, published weekly
- Conducted phone and in-person interviews with business owners, leaders of non-profit organizations, and local authorities
- Independently pursued potential stories with research and visits to various locations across Cape Cod

SKILLS

Computer: Social Media, WordPress, Microsoft Word, Excel, PowerPoint, and Adobe In-Design

Language Proficiency: Written and Conversational Spanish