

Valerie E. Cappa

860.918.0487 | vcappa221@gmail.com
438 Massachusetts Avenue Apt. #230 Arlington, MA 0247

EDUCATION:

Bentley University -*Waltham, MA*

May 2013

Bachelor of Science, Marketing, Minor Management

Major GPA 3.71; Minor GPA 3.85

Coursework: Interpersonal Relations, Advertising, Marketing of Services, Effective Speaking and Visual Design.

University of Manchester -*Manchester, England*

Fall 2011

Study Abroad Program

Traveled to over ten different countries, studied European culture and enrolled in leadership courses.

RELEVANT EXPERIENCE:

Mom Central Consulting- *Newton, MA*

May

2012- Aug. 2012

Marketing Intern

- Administered and enhanced brand awareness through social media outlets.
- Created personal and detailed itineraries for each employee for the Blog Tour conference.
- Collected and analyzed all social media interactions and compiled consumer feedback and analytics on Excel and created specified PowerPoint presentations.
- Ignited brand enthusiasts and raised positive brand sentiment for fortune 500 companies.

Big Fish Promotions- *based in Glastonbury, CT*

May 2010- Sept. 2010

Brand Ambassador

- Event Representative and Promotional Agent for Dunkin Donuts Corporation.
- Traveled nationwide to expand and market the Dunkin Donuts brand by directly interacting with customers at concerts, events and street venues.
- Organized and planned the explicit agenda needed to promote new products.
- Monitored and addressed specific details such as marketing tag lines and product presentation.

OTHER EXPERIENCE:

Hillstone Restaurant- *Boston, MA*

- May 2011- Aug. 2011
 - Managed and expanded in knowledge as the face of the company.
 - Created valuable relationships between guests and the overall service experience.
- Routinely addressed customers in a friendly and highly professional manner.

VOLUNTEER/COMMUNITY SERVICES:

Wells Village Activity Council for Youth

- Responsible for monitoring and ensuring safety and inclusion for a children's campsite._

St. Dunstan's Church

Lead vocalist for local church choir and organized parish activities for the youth of the community.

Alpha Phi Fraternity Zeta Rho Chapter

Director of Marketing and Public Relations

Facilitated and administered Karaoke events and organized road races through advertisements

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and social media campaigns. Funding over \$4,000 for Cardiac Care.

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AWARDS:

Peter J. Baltran Award- recognized by the Student Leadership Training Program

- Connecticut Association of Board of Education Student Leader Award

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SKILLS:

Proficient in Microsoft Office; Word; PowerPoint; Excel; Adobe and Outlook

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