

Christina Patracuolla

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Objective

To attain a challenging position in a high quality media/marketing environment where my resourceful experience and academic skills will add value to organizational operations.

Education

Boston University, College of Communication | Boston, MA

B.S. Communications- Journalism, May 2015

Major G.P.A.: 3.1

Relevant Courses: Public Relations, Marketing, Online Journalism, Journalism, Media Law, Business/Economics Journalism, Advertising, Beat Reporting

Other Courses: Spanish, Humanities, Philosophy, Social Sciences, Rhetoric

Activities: Division I Women's Varsity Golf, Division I Women's Varsity Golf Weight Room Captain, Division I Women's Varsity Golf Team Practice and Tournament Leader

CEA Global Campus, Semester Abroad - Barcelona, Spain | Spring 2014

Academics: Completed coursework fully immersed in Spanish culture and society. Proficient in Spanish.

Experience

Green Room Communications, Boonton, NJ

Public/Media Relations Intern, August 2015- Present

- Researched and developed pitches and solutions for pharmaceutical products to marketed
- Utilize programs for Public Relations professionals such as Vocus, Factiva, and Compete
- Create marketing strategies for a vast array of clients, from pharmaceutical companies to non-profit organizations
- Participate in company hosted events where team members have provided tips on media/public relations
- Perform media monitoring via documentation and analysis of media content of interest to clients
- Develop strategies and creative topics for clients to enhance positive exposure of their products

Heavy.com, New York, NY

Sports Writer, May 2014- Present

- Independently determine articles to write based on relevance in the news- Sports, breaking news and pop culture
- Write e-commerce posts for Amazon.com- (Evergreen post example: [Top 10 Golf Drivers For Distance and Accuracy](#))
- Choose topics, photos and subjects via Internet research based on SEO, SEM and Google Analytics
- Works available at <http://heavy.com/author/christina-patracuolla/>

New York Post, New York, NY

Photo Desk Intern, June-August 2013

- Provided daily support to David Boyle and the photography team at the Photo.
- Supported photographers during photo shoots for Vogue Magazine. Organized and scheduled models. Prepared captions to be included in the Pulse Section.
- Participated in Pulse Section staffs meetings to discuss piece subject matter and page organization. Maintained and selected photos from the New York Post database pertaining to articles going to press.
- Conducted interviews for the "My New York" section.
- Provided administrative assistance for paparazzi and journalists at the New York City Civil Court.
- Proficient and competent in AP, Reuters, Getty, Wireimage, Startraks, and Myrdle image systems to select photographs for various sections of the paper. Other technology skills listed below.

Additional Skills

- Proficient in Microsoft Word, Microsoft Excel, Microsoft PowerPoint, FinalCut Pro, Avid, Wordpress, Wix, Photoshop, Soundcloud, and Adobe Lightroom