

EDUCATION

THE UNIVERSITY OF SCRANTON
B.A. Strategic Communication
Concentrations: Public Relations & Advertising
Minor: General Business

SCRANTON, PENNSYLVANIA
Class of 2016

PRACTICAL EXPERIENCE

Mobile App Marketing Intern, SKIP
Scranton, PA

Nov. 2015 - Present

- Educate client and customers on functions and benefits of shopping with SKIP app. Assist customers with application onboarding steps in order to better their general shopping experience. Assist with survey distribution and analysis, perform intermittent data entry, generate and edit basic reports in Microsoft Word and Excel. Discuss and analyze launch pilot effort and results.

Events Management Intern, Entercom Communications
Pittston, PA

Fall 2015

- Planned and orchestrated events, secured sponsors, prepared venues, tracked attendance. Found creative outlets and ideas for all events. Wrote promotional information for half priced deals on Get My Perks website. Recorded and wrote promotional advertisements for local companies to air on radio stations.

Student Development Officer, University of Scranton
Scranton, PA

Feb. 2014 – Sept. 2015

- Honed public speaking skills by actively fundraising for the University of Scranton. Raised almost \$5,000 by working with Scranton alumni and parents. Improved interpersonal communication and persuasive objection responses by forming relationships with the University's supporters.

Marketing Intern, Traiana Inc
New York, NY

Summer 2015

- Supported marketing campaigns and initiatives through use of Twitter and LinkedIn. Tracked social media impact through Google Analytics and HootSuite. Wrote content for Twitter, LinkedIn and website. Updated the website when needed. Assisted with events management, including preparation, set-up and execution. Managed targeted and marketing distribution lists. Researched and analyzed competitor marketing and sales materials.

Public Relations Intern, Scranton Tomorrow
Scranton, PA

Spring 2015

- Created Twitter and Instagram accounts and built up local follower base. Worked on the 150th celebration of the City of Scranton, including a kick-off event as well as at least one event each month for the rest of the year. Worked to improve partnerships with local businesses. Encouraged students from the local colleges to get involved with events in the City of Scranton.

Sales Intern, Colupon
Danbury, CT

Summer 2014

- Actively promoted brand awareness for technology start-up with residents by attending off premise events, including a Corn & Potato Festival. Advocated on behalf of company and worked to increase positive relationships with publics. Tracked local merchants through electronic sales portal, recruited local businesses through cold calling and advertised all aspects of Colupon.
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OTHER ACTIVITIES

- Independent Advertising Consultant | Pro Bono
 - Worked Azteca Mexican Grill & Anthracite Heritage Museum
- Member of Public Relations Student Society of America
 - Work with Arts Seen Gallery & Cafe
- Member of Advertising Club
 - Work with the Dean of the College of Arts and Sciences at The University of Scranton