**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](http://heavy.com/sports/2015/07/top-best-golf-drivers-for-distance-speed-accuracy-golf-cheap-titleist-taylormade-cobra-nike-head-shaft-clubs-price/))
* 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