Nofar Shoshany

79 Gillotti Road, New Fairfield, CT |(203) 943-2377|nofarshoshany@gmail.com

EDUCATION

**University at Albany, State University of New York (SUNY)|** Albany, New York Expected: May 2018

Bachelor of Science: Business Administration

 Marketing Concentration

Business Direct Admit GPA: 3.5

**Honors:** Deans List Award, Honors Graduate

EXPERIENCE

**Dreams on Air |** Soho, NY April-August 2017

*PR & Marketing Intern*

* Wrote copy for social media marketing campaigns (Facebook, Instagram) to promote events and daily promotions
* Maintained, created and updated media lists
* Reached out and followed up with clients
* Researched current fashion ideas and drafted newsletters for press
* Monitored press and prepared monthly PR reports for designers represented in the showroom
* Assembled, organized and managed fashion pulls for the media, press, and other designers, recording samples and processing sample returns
* Worked in sales and sold designer items on the floor
* Even got to model for our social media campaigns sometimes (where I got the picture above!)

**Sonder Blu |** New York, NY (worked remote from Albany) December 2016-March 2017

*Digital Marketing Intern*

* Maintained, created and updated media lists
* Supported online management and optimization of client campaigns
* Managed media targeting, optimization of media campaigns and analytics

**Albany Student Television Marketing |** University at Albany, NY January-May 2016

*Affiliate*

* Used Photoshop technology to create trailers and commercials for Albany Student Television student-run programs
* Used Photoshop and other technologies to produce advertisements for offered University programs
* Assisted in ad campaigns with a team from the organization

**Albany Center for Entrepreneurship |** University at Albany, NYSeptember 2014-May 2015

*Affiliate*

* Worked with student start-ups like Youni and Chuga Chaga to produce their products, get their ideas off the ground and fundraise
* Assisted with marketing campaigns and networking events

**Educational Opportunities Program (EOP) Tutor |** University at Albany, NY January-December 2016

*Tutor*

* Tutored students in business, science, and literature courses for the EOP Program at the University of Albany
* Sought to provide admission opportunities for economically and educationally disadvantaged students

SKILLS

Proficient in Photoshop, SQL, SPSS, VBA, Access, Microsoft Excel, PowerPoint, Word

**Languages:** English (fluent),Hebrew (fluent), Spanish (moderate), Italian (Basic)

ACTIVITIES, SKILLS, EXTRACURRICULARS

Albany Student Television Spanish Club New Fairfield Animal Shelter Volunteer

Albany Center for Entrepreneurship Writing Club Math Club