

Corinna DaCruz

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Related Experience

SpinMedia Group LLC

Manager, Integrated Marketing

March 2015 – Present

SpinMedia Group LLC

Associate Manager, Integrated Marketing

March 2014 – Present

- Develop custom marketing ideas in response to RFPs on a proactive basis using innovative marketing solutions that leverage SpinMedia's audience
- Lead daily brainstorming sessions with internal departments to develop pristine presentations to clearly communicate the marketing strategy and campaign ideas
- Partner with sales to present programs to clients
- Partner with internal departments to execute programs
- Manage execution of custom program elements within budget and on-schedule
- Maintain an in-depth working knowledge of SpinMedia's portfolio and capabilities

Moxie Group Communications

Account Coordinator

May 2013 – November 2013

- Daily coverage scans of clients
- Clipping and organizing all media hits
- Client related pitches and media outreach
- Development and organization of briefing sheets for client related media tours

Skills

- Research: Google Analytics, Cision Point. Keynote. Microsoft Office: Word, Power Point, Publisher, Excel and Outlook.
- Core Competencies Include: Integrated Marketing – ideation through execution, public relations, social media strategy, client relations, media relations and event planning

Awards/Recognition

Newman Civic Fellow 2012

- Selected as the sole representative for Southern New Hampshire University
- Acknowledge as an Inspiring college student leader who has demonstrated an investment in finding solutions for challenges facing communities throughout the country

Presidential Leadership 2012

- Honored for the service and commitment to the communities of New Hampshire. This award honors a student with exemplary leadership that has translated into a lasting impact on the community

Education

Southern New Hampshire University, Manchester NH

May 2013

Major. Communication, Minor. Public Relations/Fashion Merchandising