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## EDUCATION

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Rochester Institute of Technology	2006-2010
Major: Marketing/Advertising	Minor: Creative Writing

## PROGRAMS & SKILLS

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| <ul style="list-style-type: none"><li>• Online and B2B Marketing Coordination</li><li>• Event and Tradeshow Coordination</li><li>• Fundraising and Donor Stewardship</li><li>• Lead Generation</li><li>• Social Media Marketing</li></ul> | <ul style="list-style-type: none"><li>• Blackbaud Raiser's Edge</li><li>• Adobe Creative Suite</li><li>• Microsoft Office Suite</li><li>• Eloqua</li><li>• Salesforce.com</li></ul> |
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## EXPERIENCE

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Events and Marketing Coordinator M5 Networks, New York, New York	March 2011 – Feb 2012
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- *Wrote and edited copy for marketing collateral, web and social media content, event collateral and B2B marketing materials.*
- *Conducted marketing research and created targeted campaigns to increase customer referrals, generate leads and increase brand awareness.*
- *Designed and approved graphics for collateral, events and website and social media campaigns.*
- *Researched, planned and coordinated all aspects of the attendance for 30 annual trade shows. Coordinated details such as booth logistics, giveaways, shipping, creation of collateral and lead generation.*
- *Created and maintained a yearly budget for all Marketing events and reduced costs by 30%. Tracked Marketing, Sales and Partner expenses.*
- *Planned 20 large multi-day interdepartmental meetings including venue contracts and after-meeting dinner parties.*

Special Events Manager College Activities Board, Rochester Institute of Technology <i>Developed, implemented and coordinated weekly events and major concerts on the RIT campus with attendance ranging from 50 to 4,000 students.</i>	April 2008 – May 2010
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Development Assistant E. Philip Saunders College of Business, Rochester Institute of Technology <i>Used Raiser's Edge to organize events, gift acquisitions, donor stewardship and annual gift giving.</i>	Jan 2010 – May 2010
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Dividends Magazine Editorial Manager E. Philip Saunders College of Business, Rochester Institute of Technology <i>Conceptualized, created articles and designed the 24 page alumni magazine, Dividends which was distributed to 15,000 business alumni.</i>	Sept 2009 – Feb 2010
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Technical Support Representative M5 Networks, Rochester, New York <i>Troubleshoot IP phone, network and hardware issues for all corporate clients.</i>	Nov 2010 – June 2011
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