

Maria Bonucchi

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EDUCATION

Michigan State University, East Lansing, MI

April 2025

Studying Bachelor of Arts in *Public Relations*

Minors in *Leadership of Organizations* and *Information and Communication Technology and Development*

WORK EXPERIENCE

Wharton Center Student Marketing Organization, East Lansing, MI

September 2023-Present

Vice President

- Organize and initiate weekly meetings of 20+ members alongside President to communicate marketing goals, tactics, and coordinate cross-functional teams to achieve success.
- Orchestrate strategic marketing campaigns to enhance the organizations visibility and reach to students, faculty, and community members.
- Oversee promotional events for the organization along with Broadway and MSU Theater productions that perform at the Wharton Center.
- Collaborate with Social Media Co-Chairs to edit and approve media planned posts on Airtable and update social media reports.

Outreach Coordinator

September 2022-September 2023

- Adhered to brand guidelines across all social media channels ensuring a cohesive and recognizable online identity.
- Utilized media analytics tools to determine campaign effectiveness and implement strategies to increase awareness based on findings.

Events Coordinator

September 2021-September 2023

- Designed event layouts and schedules to manage both creative and logistical aspects of each event.
- Established event budgets ensuring cost-effective planning and allocation of resources.

HopCat East Lansing, East Lansing, MI

August 2023-Present

Server

- Demonstrate multitasking in a fast-paced environment without compromising quality of service.
- Greet and serve guests in a friendly and professional manner to enhance dining experience.
- Address customer concerns promptly and collaborate with management to find satisfactory resolutions.

Johnny Black's Public House, Sterling Heights, MI

May 2022-Present

Server (seasonal)

- Contribute to achieving sales targets by promoting specials, limited time offers, and loyalty programs.
- Communicate with kitchen staff effectively to ensure proper timing of courses for each customer.
- Maintain a clean and organized service station, bar, and dining room throughout the day.

MSU Department of Communications, East Lansing, MI

January 2023-May 2023

Undergraduate Teaching Assistant

- Assisted with the development and delivery of organizational communication materials and provided students with constructive feedback regarding quality of their work.
- Collaborated with professors to organize weekly schedule and enforced alterations to course material and activities to effectively relay information to students in a compelling form.

AWARDS/ACTIVITIES

Brian P. O'Connor ComArtSci Endowed Scholarship Fund, *Recipient*

May 2024

Public Relations Student Society of America, *MSU, Member*

September 2022-Present

Varsity Volleyball and Softball / Travel Softball, *Captain, Player*

March 2016-August 2021

References available upon request.