

NATALIE RUDAKEVYCH

CONTACT

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EDUCATION

Syracuse University May 2018

S.I. Newhouse School of Public Communications/School of Information Studies

B.S. Public Relations and Information Management & Technology

GPA: 3.8

Renee Crown Honors Program

Capstone: *Information Wars: A Look at the Role of Social Media in the 2014 Ukrainian Revolution*

Alpha Phi Omega National Service Fraternity

EXPERIENCE

Martin J. Whitman School of Management, Digital Team Member, August 2017– Present

- Writes a minimum of one blog post per week for Syracuse University's business school
- Creates and schedules content for social media accounts using Hootsuite
- Monitors engagement using Hootsuite Analytics, Twitter Analytics and Facebook Insights

JetSpring, Marketing Intern, June– July 2017

- Researched and contacted potential clients for JetSpring, a Philadelphia-based digital communications company
- Drafted original copy for the launch of a new website
- Wrote press releases about upcoming company partnerships

APCO Worldwide, Corporate Communications Intern, January– May 2017

- Researched and analyzed key issues for a wide variety of clients at APCO's New York City office
- Developed lists of media contacts using tools such as Cision
- Monitored traditional and social media and synthesized coverage
- Identified potential partnerships and opportunities for clients

Syracuse University Division of Student Affairs, Communications Intern, June– December 2016

- Assisted with updating the Office of Residence Life's website by creating a content map and editing copy
- Wrote press releases about various university events
- Designed banner advertisements using Adobe Creative Suite
- Edited informational videos using Final Cut Pro

Recess Coffee, Marketing and Communications Intern, February– August 2016

- Developed campaigns to engage with customers for local coffee shop in Syracuse, New York
- Aided in managing and creating social media content for Facebook, Twitter and Instagram on a daily basis
- Photographed items for web use

2c4 Technologies Inc., Intern, May– August 2015

- Ran automatic and manual regression tests for the development of a new medical software
- Used JIRA to manage tasks

SKILLS

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| • Beginning Russian & Ukrainian | • AP Style |
| • Adobe InDesign, Photoshop, Illustrator | • Coding with Ruby and Python |
| • Facebook, Twitter, Instagram, Snapchat | • HTML/CSS |
| • Final Cut Pro | • Project management |