

Steny Kannankara

Accountant / Digital Marketer

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EDUCATION

Iona College | *Hagan School of Business*
New Rochelle, NY (AACSB Accredited)
MBA | Accounting
2017 – 2018

Iona College | *Hagan School of Business*
New Rochelle, NY (AACSB Accredited)
BBA | Marketing
2012 – 2016

PROFESSIONAL EXPERIENCE

Rockland Conservatory of Music | *Social Media Coordinator and Research Intern*
March 2018 – Present

- Planned and implemented marketing strategies to increase brand awareness via social media.
- Redeveloped and redesigned new website to attract clients through integration of SEO strategies and landing pages.
- Produced content and edited video for use in advertising and media packages.

Shaker Productions | *Project Manager*
May 2016 – February 2018

- Developed detailed monthly budgets based on forecasted operational spending while balancing sales projections.
- Managed equipment purchasing, contractor payments, and location fees.
- Compiled sales data across six different purchasing platforms (Cable VOD, iTunes, Amazon, Google Play, Microsoft Store, and Sony Playstation Network).
- Supervised day to day operations of contractors and film crew while advising upper management on operational efficiency.
- Created targeted marketing campaigns via Google Adwords, Facebook Marketing, and on-the-ground guerilla marketing while adjusting strategies and placement based on advanced analytics.
- Oversaw creation of marketing materials.

Kannankara Electrical and Plumbing Services | *Summer Intern*
Summers 2012 – 2016

- Recorded voucher payments from client financial transactions using Access.
- Analyzed receipts and created financial reports via Excel.

Bergen Catholic Technology Department | *Senior Technology Consultant*
June 2014 – May 2016

- Supervised a team of junior consultants on department processes.
- Managed student account database and tech inventory.
- Provided student consultation on school-provided technology.

SKILLS

Strategic Planning	Excel	Marketing
Database Management	QuickBooks	Malayalam (Speaking)
Data Analysis	Access	Spanish (Limited)

VOLUNTEER

Bergenfield United Soccer Club | *Assistant Coach U10-Team*
October 2016 – Present

- Created budgets and forecasts under deadlines to achieve yearly cost savings.
- Trained the youth to be teammates and leaders both on and off the field.
- Assessed individual players as well as club goals to assemble a successful team.