

# Starla — Birnbaum

## EXPERIENCE

### Hallmark Media, Social Media Intern

June 2022-August 2022

- Brainstormed and created original content on Tik Tok
- Created Tweets and Gifs for all-new movie and TV episodes
- Branded images of different specs for all social medias to be used to promote content on all channels

### Tierney, Extern

May 2022

- Invited to participate in a week-long program in order to obtain hands-on experience within an agency
- Created an extensive and collaborative social media campaign and presented to industry professionals highlighting our research to shift the target market of a retailer to Gen-Z consumers

### Syracuse Hillel, Social Media/Marketing Intern

May 2022- Present

- Designing graphics using Canva and the Adobe Suite to advertise all events using branding guidelines from Syracuse University
- Creating content schedules, and coordinating with other Hillel leaders to ensure timely advertising of events.
- Coordinating closely with various staff members, reporting to the Assistant Director to oversee all social media branding to tell the "Hillel Story"

### TNH Ad Agency, General Body Member

September 2020-Present

- Associate Strategy Director of the Gigi's Playhouse account where I communicated directly with the Strategy Director and Account Manager and spearhead all strategy efforts (Spring 2022)
- Strategy Team member on Scholars and Champs Account, won the award of "Best Execution" (Fall 2021)
- Greenhouse team where I ran a mock complete campaign for General Motors' Electric bike with fellow team members (Fall 2020)

### Law Firm of Friedman + Bartoumian, Intern

June 2020-Present

- Advertises company by assisting in curating information, updating staff biographies on the company website, editing graphics and posting frequently on company social media
- Serving as direct assistant to Managing Partner; advising him of social media trends and outreach possibilities

### Assemblyman Jesse Gabriel, Campaign Intern

September-November 2018

- Collaborated with citizens of all ages and backgrounds during the November campaign for Assemblyperson of California's 45th district
- Communicated with approximately 600 voters via phone, email, and mail, regarding campaign and decision-making
- Executed a victory where Assemblyman Gabriel received 70.3% of votes

## EDUCATION

### Syracuse University

#### S.I. Newhouse School of Public Communications

B.S Advertising | 3.78 GPA 2020-2024

#### School of Information Studies

Minor: Information Management and Technology

#### Maxwell School of Citizenship and Public Affairs

Minor: Political Science

Dean's List | Fall 2020, Spring 2021, Fall 2021

### deToledo High School

2016-2020

Dean's List | 2018, 2019, 2020

## SKILLS

### Languages

English, Hebrew

### Software

Illustrator, Indesign, Photoshop, Premiere, XD, Canva

Powerpoint, Word, Microsoft Excel (Microsoft Apps and Office 2019) Certified

MRI Simmons, Statista, Mintel

### Social Media

Instagram, Twitter, Snapchat, Tik Tok, Facebook, LinkedIn

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