

FRANKIE GASPARINO

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SKILLS

Advertising, Public Relations, and Marketing Briefs

- Proficient in Creative, Public Relation, and Marketing Briefs

Business Marketing and Search Engine Marketing

Internal Human Resources

- Handled internal salesforce relations while working for AT&T through the Social

Media Engagement Program and focus grouping as well as large scale organization

Google

- Certified in Google Search Engine Optimization and Metrics

- Proficient in Google Analytics

Social Media

- Facebook, Twitter, Blogger, WordPress, Tumblr

EXPERIENCE

AT&T Signature Client Group Associate, 2014

- Signature Client Group, Chair of the Social Media Engagement Program

- Worked with AT&T clients, Honeywell and Aetna

Advising Twitter and Blog Accounts, 2013-Present

- Advising best practices for various artists' Twitter and blog accounts pro-bono

Search Engine Optimization and Rebranding, 2015

- Rebranding of "Shop Uni Uni" and Acquired a \$120 thousand yearly Google grant for "Lollypop Farm" to perform Google search engine marketing

EDUCATION

Rochester Institute of Technology

Rochester, NY

- Major – B.S. Advertising and Public Relations

Minor – Marketing

- Cumulative GPA – 3.4

- Graduated with Bachelor of Science in May 2015

Relevant Coursework

- Media Planning

- Global Marketing

- Search Engine Marketing and Analytics

- Professional Selling

- Buyer Behavior

- Internet Marketing

ACTIVITIES

National Fraternity Alpha Phi Delta

National Communication Association's Student Honor Society, Lambda Pi Eta

National Society of Leadership and Success at RIT

Vice President, John Jay High School Model United Nations

- Awards Earned From Model United Nations Conventions

- First Place Awarded From Boston University Conference 2010

RIT drama troupe public relations and advertising consultant, 2016