

Profile

Education

Skills

Employment

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Graduate student actively searching for a position in the market of production, communications, advertising, public relations and marketing. Extensive background in customer relations, with skills in workflow and design.

Rochester Institute of Technology, Rochester, New York
Professional Studies Major, **Master's of Science 2012**
Marketing, Communication & Media Technology & Project Management Concentrations

Rochester Institute of Technology, Rochester, New York
Media Arts & Technology Major, **Bachelor's of Science 2012**
Business Administration & Mass Media Communications Dual Minor
Advertising & Media Strategy Concentration

Adobe Acrobat	SQL	Lotus Notes
Adobe Bridge	HTML/CSS	Preflighting
Adobe InDesign	Typography	Public Relations
Adobe Illustrator	Page Layout	Extensis Portfolio
Adobe Photoshop	Social Media	Technical Writing
Adobe Dreamweaver	Graphic Design	Marketing Proposals
Metadata Management	Event Planning	Content Management
American Sign Language	Xinet WebNative Suite	Prepress Design

Hasbro, Inc. **Pawtucket, Rhode Island**
PrePress Coop **August 2012 - Present**
Assisted with final prepress files for Hasbro packaging. Worked to approve final art proofs to final releases. Assisted with color profile conversion of files to industry standard. Coordinated with international team in China.

Reporter Magazine **Rochester, New York**
Publicity Manager **October 2011 - Present**
In charge of the organization of recruitment events for new staff members for the magazine. Also promoted and enhanced the magazine's appearance and awareness on campus to the student body in order to create a more positive image.

Canon USA, Inc. **Lake Success, New York**
ISG Production Systems Product Management Intern **May 2011- August 2011**
Assisted in the Production Systems Product Management department by collection and analysis of research as well as specifications about printing equipment on the market. Involved use of color theory and knowledge of the different Canon presses and printing technology. Created a presentation on findings at the end of the Insights Program and recounted findings to upper level management.

Martino Flynn **Rochester, New York**
Greenhouse **March 2011- May 2011**
Designed several corporate brochures. Sat in on client meetings and participated in events such as College Night at the Little Theater and MCC photoshoots for promotional materials.

Old Navy **Rochester, New York**
Logistics Associate **February 2012 - present**
Coordinated with shipment team to unpack and organize product to prepare for customer. Handled replenishment on the sales floor. Planogrammed merchandise. Performed maintenance and rearrangement of displays as requested. Worked as Visual Merchandiser to rearrange product and mannequins.

Things Remembered **Rochester, New York**
Sales Associate **March 2010 - Present**
Employed people and marketing skills through one-on-one customer interaction in the sales department. Also provided inventory support and performed other tasks such as monetary exchange and engraving.

Study Abroad & Fellowships Office **Rochester, New York**
Student Coordinator **May 2010-February 2011**
Utilized creative, research and event planning skills to provide support for upper level management through the creation of posters, event promotion, and other various office tasks.

Special Projects

Activities Interests

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Frans Wildenhain Marketing Consultant

Creation of a specific Internet Marketing plan for Fran Wildenhain, an artist with an exhibit on the RIT campus. Performed an Industry Analysis and determined the best channel outlets in order to reach the audience including Instagram and Pinterest.

Advanced Internet Marketing Spring 2012

Advanced Federal Credit Union Marketing Consultant

Creation of a specialized Internet Marketing plan for Advanced Federal Credit Union, a non for profit organization. Employed knowledge of Industry audits, SEO and ROI in order to determine the proper channels to reach the company's consumer base.

Advanced Internet Marketing Spring 2012

Industrial Plating Marketing Consultant

Group collaboration of the analysis of Industrial Plating, a business to business company and formulated a specialized Internet Marketing plan to improve communication to its clients. Included an industry audit, analysis of social media channels and a GAP Analysis.

Advanced Internet Marketing Spring 2012

Virtual Business Plan Marketing Consultant

Creation of a virtual business plan for a start up company, Focus Tips, an online dating site. Included an industry audit, a customer satisfaction heuristic, and an analysis of potential social media channels.

Commercializing Virtual Worlds Winter 2011-2012

Hillside Family of Agencies Social Media Plan Marketing Consultant

Creation of a social media marketing plan for Hillside Family of Agencies, a non for profit organization specializing in dealing with troubled youth and their families. Outlets include: Facebook, Twitter, Blogs, SEO and YouTube.

Social Media for Public Relations Winter 2011-2012

dackster Marketing Consultant

Collaborated in a group to analyze an Adirondack Tourism company and formulated specialized Internet marketing plan to effectively improve the company's online standing. Formatted, designed and printed report layout.

Internet Marketing Fall 2011

Editorial Magazine- Positive/Negative Print Consultant

Project manager and liaison between photographers, designers and printers. Laid out print specifications, prepared and flatten image files, etc. Preflighted files to ensure error free. Cover of the Magazine was submitted to the Rochester Advertising Federation and won a Silver Addy.

New Media Team Project Winter 2010

Best Team Project Sustainable Housing

Final project was based on a 'world's fair' type of exhibition. It focused on sustainability and the future of commercial and consumer goods. Print was the primary medium used.

Visual Communications Spring 2010

College Panhellenic Delegate for Alpha Xi Delta, Women's Fraternity
Alumni Relations Officer of Alpha Xi Delta, Women's Fraternity
Assistant Banquet Chair of Alpha Xi Delta, Women's Fraternity
Social Chair of Alpha Xi Delta, Women's Fraternity

Photography, American Sign Language, Travel, International Food, Black and White Films