

Digital Media Student

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Results-driven communications and marketing professional who connects brands with their audiences, cultivates lasting community relationships, and creates initiatives that drive meaningful impact.

EXPERIENCE

Marketing Intern

The Princesstown Hotel, Radiator Springs, NY (May 2024 – Present)

- Managed and optimized multi-channel **social media campaigns** for four accounts, achieving double-digit growth in content reach, interactions, profile visits, and views across all platforms.
- Designed high-impact marketing materials using **Canva** to ensure brand consistency, including event signage, menus, and promotional flyers.
- Improved **customer engagement** by organizing and responding to online reviews on **TripAdvisor** and **Google**, enhancing the hotel's digital reputation.

Social Media Manager

Saint Michael's College Women's Cross Country Team, Colchester, VT (2024 season)

- **Redesigned and managed** the team's Instagram account, increasing engagement through strategic content updates, including creating a new reel, updating the bio, and posting visually appealing graphics using **Canva Pro**.
- Developed content creation strategies, growing the team's online presence, and improving digital engagement.

Communications Specialist

Quad Collaborative, Norm Park, NY (June 2021 – August 2024)

- Developed and executed comprehensive communication strategies for **AEC firms** (Architecture, Engineering, Construction), resulting in enhanced brand awareness and improved market positioning.
- Created **multi-platform marketing campaigns** using social media, email marketing, and event promotion to generate business leads and boost client engagement.

Social Media Intern

Purpose Driven, Radiator Springs, NY (March 2024 – May 2024)

- Managed and optimized content strategies for two accounts, leading to a 1,182 increase in **Instagram followers** and a 46.6% engagement rate.
- Achieved a 3,000% increase in **Reels views** and a 71.2% growth in **Facebook followers**.

TECHNICAL SKILLS

- **Social Media Platforms:** Instagram, Facebook, LinkedIn
- **Business Tools:** Meta for Business (social scheduling), Google Workspace, Microsoft Office
- **Design & Content Creation:** Canva Pro, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat
- **Project Management:** Asana

EDUCATION

Bachelor of Arts in Psychology, Minors: Digital Media & Communications, Gender Studies

Saint Michael's College, Colchester, VT (Expected May 2025)

KEY ACTIVITIES

- Captain & Student-Athlete, Saint Michael's College Women's Cross Country Team
- Student-Athlete, Saint Michael's College Women's Soccer Team
- Team Representative, Hope Happens Here (Mental Health Initiative)
- Team Representative, Student-Athlete Advisory Committee
- Event Planner and Event Manager for Saint Michael's College Women's Tennis Matches