

# Digital Media Student

Princesstown, NY | (518)123-4567 | psychstudent@gmail.com | [LinkedIn Profile](#)

---

*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