**Alexandra Chiarappa**

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Marketing, advertising, and special events professional with excellent leadership skills, attention to detail, eagerness to learn, and an interest in a variety of business functions.

**EDUCATION**

**Pace University, Lubin School of Business** **New York, NY**

Bachelor of Business Administration (B.B.A.) | **GPA:** 3.87 *September 2018-December 2021*

**Major:** Advertising and IntegratedMarketing Communications **Minor:** Special Events Marketing

**EXPERIENCE**

**BrandMarketing Services, LTD**  **Boca Grande, FL (Remote)**

*Consumer Insights and Research Assistant December 2020-April 2021*

* Researched the attributes consumers consider when choosing senior residence living arrangements
* Provided a written analysis, including exhibits, for presentation to the client
* Researched and analyzed the use and merit of the Net Promoter Score (NPS) as a metric for measuring customer satisfaction and loyalty

**NON-PROFIT EXPERIENCE**

**Ad Council New York, NY (Remote)**

*Public Relations: Brand and Thought Leadership Intern June 2021-August 2021*

* Researched news reporters/producers and prospective partners/conferences to provide strategic recommendations to the brand team
* Contributed to the preparation of press releases, pitches, and blog posts
* Collected content performance metrics for ongoing ad campaigns
* Developed and presented an ad campaign proposal to management in collaboration with other interns

**The Leukemia and Lymphoma Society**  **New York, NY**

*Business and Networking Intern for the Man and Woman of the Year Campaign January 2020-May 2020*

* Created social media posts, maintained campaign website, prepared events, and supplied status updates to donors
* Maintained and ensured accuracy of financial and administrative data in Excel and Campaign360

**RELEVANT PROJECTS**

**Pace University Brand Marketing Team** **New York, NY**

*Director of Account Planning August 2020-April 2021*

* Collaborated as part of a 20-member team to create a marketing plan for Tinder and presented the proposal to the American Advertising Federation
* Supported the account planning team by providing analyses of market research data
* Advised team members on project logistics

**Account Planning and Consumer Insights Handbook New York, NY**

*Sole Contributor January 2021*

* Created a handbook for incoming marketing students on how to use primary and secondary research to develop and sell business strategies

**VOLUNTEER WORK**

**American Red Cross**  **Bucks County, PA**

*Blood Drive Coordinator May 2017 - Present*

* Secure event space and recruit blood donors through advertising media such as posters, emails, and social media

**SKILLS**

**Technical:** Microsoft Office Suite | Excel (Udemy Certificate of Completion) | Simmons | MRI | Content Marketing (HubSpot Academy Certification) | Google Analytics | Social Media Marketing (HubSpot Academy Certification) | Social Media Analytics (Quintly Course Completion| Nonprofit Essentials (NonprofitReady Certificate of Completion) | SEO Training Couse: Building Sustainable Traffic for Business Growth (HubSpot Academy) | Inbound Marketing (HubSpot Academy Certification)