

# Isabella Brady-Prankus

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## Summary

Flexible, accomplished college of business graduate student with proficient project management, marketing and communication skills. Motivated to obtain a position in digital and social media marketing.

## Education

**Western New England University – College of Business, Springfield, MA**

Accredited by The Association to Advance Collegiate Schools of Business

**Master of Business Administration in General Business, Expected September 2019**

**Western New England University – College of Business, Springfield, MA**

Accredited by The Association to Advance Collegiate Schools of Business

**Bachelor of Science in Business Administration, May 2018**

**Double Major: Marketing and Arts/Entertainment Management**

**Minor: Enterprise Resource Planning**

**University Alliance Certificate in SAP, coursework completion May 2018**

**Cumulative GPA: 3.72 Major GPA: 3.73**

- President's and Dean's List student
- Sigma Alpha Pi Honor Society
- Alpha Lambda Delta Honor Society
- Alpha Mu Alpha Honor Society
- College of Business – Honors Student

## Skills

**Social Media:** Twitter, Facebook, Pinterest, Instagram

**Market Research:** Simmons OneView

**Computer:** Word, Excel, PowerPoint, Access, Publisher, SAP

## Key Coursework

Project Management, Venue Management, Marketing Management, Buyer Behavior, Promotional Strategy, Business Strategy, Business Ethics, Pricing and Product Strategy

### *Promotional Strategy Campaign*

- EdVenture Partners P2P contest that focused a social media campaign on campus that was raising awareness of extremism
- Created flyers, helped design t-shirts, posted to social media accounts, assisted in finalizing the submitted final documents and presentation

### *National Arts and Humanities Month Project*

- Semester long partnership with the University Art Gallery, coordinated and installed a gallery exhibition with the help of the gallery curator
- Provided recommendations to the curator on ways to increase foot traffic and social media presence

### *Packaging Past for Profit*

- Researched and developed a marketing plan for the Greater Springfield Convention and Visitors Bureau as a team project
- Presented ideas to representative, recommendation used by the organization

## Employment

Babysitter, Longmeadow, MA 2016 – 2018

Camp Counselor, Bay Path University, Longmeadow, MA 2015 – 2016

Western New England University, Springfield, MA

**Diversity Office – Cultural Center** 2014 – 2016

- Designed communication materials to promote products and services
- Created and initiated student events and activities on a monthly basis
- Collaborated with other clubs on campus wide events

## Activities

**Western New England University, Springfield, MA**

- **Management Association - VP of Marketing** 2017 - present
- **Art Club – Vice President** 2017 – present
- **Art Club – Treasurer** 2016 - 2017
- **United and Mutually Equal Member** 2014 - 2016