

STEPHANIA QUINTERO

OBJECTIVE

. Integrated Marketing Communication and Journalism student that thrives in independent and team settings with practical advertising experience and strong conflict resolution skills. Seeking to apply my detail-oriented talents and adaptable personality to assist in the execution of successful campaigns.

CONTACT

Phone

973-262-0601

Email

squintero@ithaca.edu

Home

438 North Main Street
Wharton, New Jersey, 07885

EDUCATION

BACHELORS OF SCIENCE

Ithaca College/
2016-2020

HIGH SCHOOL DIPLOMA

Morris Hills High School/
2012-2016

EXPERTISE

- Adobe Suite
- Final Cut Pro
- Microsoft Excel
- Microsoft Power Point
- Wix

EXPERIENCE

EVENT MANAGEMENT COORDINATOR

Ithaca College/ 2019

Responsible for managing events planned by senior staff as well as planning events for student organizations across campus.

- Manage events planned by senior staff
- Resolve any on-site issues that arose as well as worked to meet all of the client's requests
- Planned smaller events for on-campus organizations

ACCOUNT COORDINATOR

Open Influence/ 2019

Responsible for running a instagram campaign for the Abercrombie & Fitch account and being the point of reference for 175 influencers.

- Manage a campaign worth \$375,000 and was responsible for talent communication and coordination for a total of 175 instagram influencers
- Continuously research, pitch and secure talent
- Develop and project manage including timelines, lookbooks, briefs and budgets

SOCIAL MEDIA MARKETING SUMMER INTERN

Karmalize. Me/ 2018

Responsible for assisting in the planning and execution of marketing initiatives across channels.

- Oversee and manage Karmalize.Me's social media channels by publishing relevant news, recipes and engaging their social media community
- Curate content on their Pinterest page
- Generate strategies to increase awareness on social media platforms

PUBLIC RELATIONS FREELANCER

Pluff Mudd Coffee/ 2017

Responsible for creating a public relations campaign for Pluff Mudd Coffee Co. to increase awareness and tap into a different target audience.

- Conduct research for ideal target market
- Create goals and objectives
- Generate strategies and tactics that could be used to help execute company goals