

VERONICA ALBERTS

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ABOUT ME

I am a 2020 college graduate hoping to gain experience in the fields of marketing and sales. Through my four years at Emerson College and my internship experience, I have the tools necessary to complete many tasks at hand including: analyzing consumer data, compiling marketing reports, monitoring social media accounts and trends and writing press releases, media advisories, creative briefs.

EDUCATION AND ACTIVITIES

Emerson College- Boston

Marketing Communications BS and Journalism Minor (May 2020)

- Graduated *magna cum laude*
- Dean's Scholarship and Pinnacle Scholarship
- Dean's List 2017, 2018, 2019

DIII NCAA Soccer 2016-2019

- Emerson Women's Soccer Team Captain 2019
- Women's Soccer Academic All Conference (NEWMAC)- Fall 2017, Fall 2018, Fall 2019
- 2019 Second Team All Conference

SKILLS

- Social Media Analytics
- Microsoft Office
- Adobe Creative Suite
 - Illustrator, InDesign, Photoshop
- Time Management
- Leadership
- Team Player
- Self-Motivated
- Organization

WORK EXPERIENCE

06/2019 -
PRESENT

FabKids

PR and Influencer Coordinator (Contractor)

- Expanded FabKids' Back to School Influencer Campaign by recruiting bloggers and influencers via one-to-one outreach.
- Managed 100+ influencer relationships and acted as a main point of contact with influencers.
- Tracked influencer posts and performance, and ordered sample requests for editorial, blogger, and influencer outreach.
- Brainstormed and implemented social media content.

01/2020-
02/2020

Super Bowl Host Committee

Super Bowl LIV, Emerson College Team Volunteer

- Monitored and interacted with incoming tweets for the Social Media Command Center.
- Created content for the Super Bowl Host Committee's Instagram and Twitter.
- Fielded media questions at the NFL Transportation Booth.

06/2019-
08/2019

Activent Marketing

Marketing Coordinator

- Conducted field research via consumer questionnaires to gain consumer insight on the Yasso Greek Frozen Yogurt brand and products.
- Responsible for merchandising Yasso Greek Frozen Yogurt at events in Greater Boston.

06/2018-
08/2018

FabKids

Marketing Assistant

- Responsible for social media analytics tracking, brand influencer sourcing, marketing email performance analysis and customer engagement.
- Tracked Facebook and Instagram engagements using Google Analytics.
- Compiled and analyzed marketing email data.