

Bianca Mistretta

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Education

State University of New York at New Paltz | New Paltz, NY

May 2019

Bachelor of Arts in Digital Media Programming and Management

Minor in Communication Studies

Honors: Summa Cum Laude; 2019 Outstanding Graduate Award Recipient; Lambda Pi Eta Honor Society; Dean's List

Ulster County Community College | Stone Ridge, NY

May 2017

Associate of Science in Communications and Media Arts

Honors: Magna Cum Laude; Phi Theta Kappa Honor Society; President's List

Experience

BBG&G Advertising

January 2019 – Present

Account Coordinator

- Develop a strong client relationship by continually seeking ways to add agency value
- Create and manage content on social media accounts for various clients
- Write blog posts on marketing trends, agency services, and industry news for the agency website
- Support the Marketing Automation Specialist by pulling and evaluating web and newsletter analytics
- Conduct research on marketing trends and strategies for prospective and current clients
- Assist with administrative duties, including: the creation of tasks, meetings, purchase orders, and reports

Marketing Intern

- Supported new business development and PR efforts through creating lists and reaching out to media
- Assisted in the dissemination of press releases and follow-up with media to ensure coverage
- Assisted with day-to-day operations—answering phones, filing, and maintaining the agency calendar

JUICE PHARMA WORLDWIDE

May 2016 – July 2016

B12 Studio Intern

- Utilize studio cameras to capture memorable and iconic images and video
- Discuss client expectations and preferences prior to shooting in order to ensure satisfaction
- Execute all aspects of post-production, including the editing of both images and video footage
- Contribute and manage the Studio Instagram account in an effort to increase followers and gain likes

T.G.I. Friday's

July 2015 – June 2019

Server & Hostess

Skills

- Certified in HubSpots Social Media, Email Marketing, Content Marketing, and Inbound Marketing
- Proficient in Microsoft Word, Excel, PowerPoint, Hootsuite, WordPress, Cision, SharpSpring, Google Analytics, Adobe Premiere, and Photoshop
- Flexible and reliable team player who prospers in a fast-paced work environment
- Enthusiastic and eager to learn and meet new challenges