

## Objective

To apply my skills in marketing, creative design, and management towards a position in a growing and innovative company.

## Education

**Cornell University**, Ithaca, NY  
*B.A Anthropology*, May 2010  
3.5 GPA

**Università di Bologna**, Bologna, Italy  
Bologna Consortial Studies Program  
August 2008 - 2009

## Experience

**Marketing Manager**, Tours4Fun, Arcadia, CA

**September 2010 –Present**

### *Brand Improvement and Expansion*

- Researched and contacted companies for potential advertising, product development and partnership opportunities.
- Presented monthly competitor analysis to the team and CEO and helped compile reports of traffic and revenue streams.
- Leveraged partnerships to create mutually beneficial promotions.

### *SEO/SEM Skills*

- Wrote articles, blogs and press releases, and created videos.
- Created and distributed weekly newsletters for 40,000+ subscribers.
- Promoted products, contests and deals utilizing landing pages, banners, press releases, blogs, e-mail blasts, and social media.
- Managed and grew Facebook fan base from 15k to 39k fans; Twitter followers from 6k to 8,700.
- Created and monitored Facebook Cost Per Click campaigns, including Facebook's "shared stories."
- Launched a re-tweeting project that compiled a list of followers' stories on our blog which gained mentions and new fans.

### *Website Creation and Improvement*

- Managed a team of content writers, designers, and programmers to create microsites.
- Optimized existing microsites with proper meta titles, descriptions, and keywords.
- Mocked up and implemented new site features and improvements based on competitor analysis.
- Collaborated daily with our product development, design and overseas programming teams, and CEO to execute tasks.

### *Main Achievements*

- Spearheaded the creation of a travel buddy website, FindMeetGo.com. Oversaw the design and programming and launched a full marketing strategy which was executed with help from an intern.
- Launched a Facebook contest which garnered 4,000+ new fans and 1,500 unique newsletter subscribers.
- Founded the Travelers4Fun Program which sent Tours4Fun employees on tour. Was the first to go on tour and produced a plethora of promotional materials: blogs, photos, videos, and interviews to go on a Travelers4Fun Resource Center.
- Contacted 150 top travel bloggers and garnered 12 backlinks in a blogger outreach project.

**SEO Consultant**, Yael Consulting, Los Angeles, CA

**August 2011 – October 2011**

- Worked with 2 different clients to optimize their sites and improve their rankings.
- Focused on SEO rich content creation/distribution, blog management, link-building and industry outreach.

**Travel Journalist**, Cornell Abroad, Bologna, Italy

**May 2008 – June 2009**

- Wrote a blog about the cultural experience of living in Bologna, Italy. Shared stories and photos to promote Cornell Study Abroad as a rewarding program supporting ethnic awareness and cultural education. ([blogs.cornell.edu/cua\\_anr29](http://blogs.cornell.edu/cua_anr29)).

## Accomplishments

- *CWPA Women's Collegiate Club Scholar Athlete Team*, 2010
- Multiple photos published in *INK Magazine*, a Cornell University publication.
- Three photos displayed in a 50 photo Cornell Study Abroad exhibition at Cornell University, 2010.

## Skills

**Languages:** Italian, *Fluent* • Spanish, *Conversational*

**Technical:** Freelance Photographer ([www.roquetaphotography.com](http://www.roquetaphotography.com)) • Google Analytics • MailChimp • Wordpress • North Social/North Contact • MS Office • Snagit • Adobe CS3 • Basic HTML and Web Design • FileZilla