

With a 3.9 GPA and a passion for strategic communication, Cassandra is eager to contribute her expertise in advertising, marketing, and public relations. She is actively seeking a full-time opportunity following her graduation in May 2025.

## EDUCATION

**Rochester Institute of Technology**  
Advertising & Public Relations, BS  
Graduation: May 2025

**Dean's List Recipient**  
All Semesters  
GPA: 3.9

## WORK EXPERIENCE

**Honeywell - Global Access Solutions Marketing Co-op** January 2024 - August 2024

- Designed strategic marketing plans to achieve company goals effectively
- Analyzed market data for strategic and tactical marketing recommendations
- Produced engaging social media content for LinkedIn and Facebook to enhance brand presence
- Published copy for websites, social media channels, and customer-facing documents
- Organized and facilitated customer events and office engagement initiatives

**RIT School of Communication - Front Office Assistant** October 2021 - Present

- Create and oversee marketing content for Instagram, Facebook, X, and LinkedIn
- Plan and execute school-wide and university-wide events
- Provide comprehensive support to faculty, staff, and students, including document preparation, scheduling, and correspondence
- Manage and optimize office storage, displays, and digital workspaces

## LEADERSHIP

**Lambda Pi Eta - President** April 2023 - Present

- Coordinate academic development and career readiness opportunities for peers
- Develop and lead community engagement initiatives to promote academic excellence through mental health
- Lead chapter communications, ensuring members remain informed and engaged

**COLA Student Advisory Board - Public Relations Chair, APR Representative** April 2023 - Present

- Partner with organizations and alumni to organize career development opportunities and events
- Enhance and sustain the satisfaction of liberal arts students regarding education and accessibility
- Design and produce monthly newsletters to inform liberal arts students about events, opportunities, and resources

## AWARDS AND CERTIFICATIONS

**HubSpot SEO Certification** April 2023

- Experienced in optimizing websites for improved search engine performance

**Hootsuite Social Media Marketing Certification** April 2023

- Skilled in executing social media marketing strategies using the Hootsuite platform

**Hootsuite Platform Certification** February 2023

- Proficient in utilizing the Hootsuite platform and its features

## SKILLS

**Programs:** Adobe Creative Cloud, Microsoft Office Suite, Google Workspace, Vyond

**Platforms:** Canva, Hootsuite, Sprout Social, WordPress, Slack, Eventbrite

**Languages:** English, Spanish (*basic working proficiency*), American Sign Language (ASL) (*limited working proficiency*)

## COMMUNITY INVOLVEMENT

**Junior Achievement Volunteer** May 2024

- Facilitated a full-day interactive lesson for students at a Rochester City school, teaching the fundamentals and importance of wise decision-making through engaging activities and age-appropriate discussions.

**FIRST Robotics Competition Judge** March 2024

- Evaluated team dynamics, innovation, and engineering design while engaging with participants at the FIRST Robotics Finger Lakes Regional Competition