# VANESSA CIRELLI

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# MULTIFACETED MARKETER

Passionate about digital marketing and social media, I’m a soon-to-be graduate from the University of Hartford studying marketing with a minor in psychology. I thrive on creating compelling content that connects brands with their audiences. With hands-on experience from my coursework and internships, I’m ready to bring fresh ideas and enthusiasm to a dynamic marketing team.

RELEVANT SKILLS

Social Media Marketing Strong Verbal and Written Communication Content Creation Digital Marketing WordPress Word, PowerPoint, and Excel

Influencer Marketing Leadership & Team Building Social Media Management

Brand Management SEO Proficiency with AI

# CAREER EXPERIENCE

## Social Media Intern, University of Hartford September 2024-Present

## Transaction Coordinator Intern, Realty Capital USA LLC September 2024-Present

## Social Media Content Creator, Tj’s On Cedar August 2024-Present

## Summer Program Content Creator Internship, Talcott Mountain Science Center June 2024-August 2024

* Collaborated with TMSCA Marketing & Communications staff along with TMSC’s Summer Program Director to develop a comprehensive social media

strategy and content development plan for the summer.

* Developed visually appealing content to be shared on TMSCA’s social media platforms.
* Reviewed programs with low enrollment and developed strategies to address these challenges.
* Used images and videos from this year's programs to create promotional materials for next year's summer programs.

## Campus Representative, The Collegiate Lineup July 2022-May2024

* Engaged and built relationships with diverse campus organizations to understand their apparel needs and preferences.
* Promoted and advocated for The Collegiate Lineup's merchandise and casual wear, highlighting their unique value propositions to prospective clients.
* Cultivated and maintained relationships with organizations, offering personalized service and catering to their specific requirements.
* Coordinated collaborations with 5 Greek life organizations, leading to a 25% increase in participation rates at events.
* Developed lasting relationships with two key clients, facilitating approximately 5+ transactions each, indicating high levels of customer satisfaction and trust.

## Brand Ambassador, Wasserman Next Gen August 2023-December 2023

* Demonstrated a significant rise in engagement metrics such as increased social media followers, higher interaction rates on posts related to Amazon Prime Student, or improved click-through rates on promotional content.
* Implemented strategies that led to a measurable increase in Amazon Prime Student memberships within targeted college demographics, potentially quantifying the percentage growth or absolute numbers of sign-ups achieved.
* Contributed to raising brand awareness through giveaways and activations, potentially measured through surveys, feedback, or increased recognition of Amazon Prime students within the bounds of the college community.

## Assistant Marketing Director Internship, Park Avenue Group Consulting LLC May 2023-August 2023

* Implemented a targeted social media campaign increasing online engagement and a notable rise in website traffic in six months.
* Developed and executed a targeted email marketing campaign resulting in an increase in high-profile candidate applications in a quarter.
* Collaborated on website redesign efforts resulting in an improvement in user experience metrics.

# LICENSES & CERTIFICATIONS

# **Google Ads Video Certification August 2024-August 2025**

# Skillshop

# Credential ID 113989452

# EDUCATION

## University of Hartford, Barney School of Business

Bachelor of Science in Business Administration, Marketing Major, Psychology Minor **August 2020-December 2024** President’s List Fall 2022, Dean’s List Spring 2023, Fall 2023, Spring 2024.

# LEADERSHIP

## Alpha Xi Delta Sorority, Vice President January 2021-January 2022

* Orchestrated successful sisterhood events, enhancing member engagement.
* Led planning and execution of events, focusing on member well-being and safety.
* Established and maintained a positive and supportive community in the chapter.
* Managed health and safety protocols, ensuring a secure environment for all members.
* Addressed conflicts and maintained harmony inside the chapter.