

ADRIANNA WELLIN

Education

MBA degree candidate // anticipated completion May 2021
Concentration: Digital Marketing // GPA: 4.0

BS Business Administration, Summa Cum Laude // 2020
Saunders College of Business (AACSB Accredited)

Rochester Institute of Technology // GPA: 3.89

Major: New Media Marketing

Minor: Advertising & Public Relations

Coursework

Business Ethics, Campaign Management & Planning,
Computer-based Analysis, Database Management Systems,
Integrated Brand Communications, Internet Marketing,
Leading & Developing Teams, Marketing Analytics,
Marketing Research, Principles of Advertising, Principles of
Marketing, Public Relations, Search Engine Marketing &
Analytics, Social Media Marketing, Strategic Management.

Projects

College Graduate Retention

Campaign Management & Planning // Fall 2019

Integrated marketing campaign targeting local college students, encouraging them to stay in Rochester, NY after graduation. Chosen for special recognition at 2020 RAF ADDY Awards. Work included:

- Analysis of primary & secondary research data
- Design & modeling of out-of-home interactive media
- Execution of professional pitch

Kodak Professional

Social Media Marketing // Spring 2019

Developed a social media marketing plan for Kodak Professional focusing on building awareness in Brazil and new strategies across social channels. Work included:

- Competitor Social Media Audit
- Online Brand Persona & Voice Guidelines
- Social Media Content Calendar
- Critical Response Plan
- Infographics

Market Entry Recommendation

Marketing Analytics // Fall 2018

In-depth report identifying areas of opportunity for expansion into the cold-brew coffee segment.

- Researched current market trends, segmentation opportunities, product packaging variation and target market preferences.

Awards & Certifications

RIT Outstanding Undergraduate Scholar // Spring 2020

Hootsuite Platform Certification // Fall 2019

Hootsuite Social Marketing Certification // Fall 2019

Dean's List // Spring 2017- Spring 2020

Girl Scout Gold Award // Spring 2016

Professional Experience

New Business Intern

Dixon Schwabl Advertising // Feb 2019 - May 2019

- Assisted leadership with new business research, executed RFP reviews & industry research, and measured consistency in pitch deck messaging to achieve agency KPIs.
- Developed an integrated marketing strategy for a non-profit utilizing re-branded social media, public relations tactics and future digital media investment opportunities.

Undergraduate Research Assistant

RIT College of Business // May 2018 - Dec 2018

- Conducted a systematic literature review to explore existing definitions of quality and proposed a comprehensive website quality evaluation framework for site audits.
- Designed a qualitative research study to identify critical attributes of website quality including design, functionality and usability.

B/T Prep Intern

Butler/Till Media Agency // May 2016 - Aug 2016

- Developed a targeted brand awareness campaign for the Strong National Museum of Play utilizing paid social, creative marketing tactics and OOH investment opportunities.
- Using multiple databases, pulled reports on target audience behaviors, including but not limited to, media consumption and transportation habits.

Brick City Student Ambassador

RIT Undergraduate Admissions // May 2017 - Present

- Provide tours of campus and offer high quality service to all visitors all while ensuring the RIT brand is effectively communicated.
- Assist in special event preparation, data inputting and other office tasks as assigned.
- Coordinate new hire training and proactively identify ways to improve the visitor experience.

Professional Affiliations

Beta Gamma Sigma Honor Society // Inducted Spring 2019

Delta Sigma Pi, Epsilon Lambda Chapter

• VP of Pledge Education // Spring 2019

• VP of Community Service // Fall 2019 - Spring 2020

Skills

Microsoft Office, Project Management, Wordpress, Wix, Canva, Content Development, Copywriting, Google Analytics, Data Analysis & Time Management.