

# Jasmina Rizvanovic

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174 Hampden Rd Rochester, NY 14610

## Objective

A creative and goal oriented student seeking to obtain a full time career in the digital marketing industry with varied experience in social media marketing and digital marketing

## Education

### **Rochester Institute of Technology**

Bachelors of Science at Saunders College of Business (AACSB accredited program)

*August 2017 - May 2021*

Major: New Media Marketing

GPA:3.8 Minor: Digital Business & Advertising/Public Relations

-Member of the Division of Diversity and Inclusion as well as Multicultural Center for Academic Success

## Internships

### **Wegmans/ Media Relations Intern**

*September 2019 - November 2019, Rochester, NY*

- Recruited influencers for social media collaborations and created database of potential influencers
- Created guide for influencer collaborations and execution on Wegmans main social media accounts
- Provided analysis of collaborations effectiveness looking at conversions, traffic, etc.

### **Wegmans/ Marketing Intern**

*May 2019 - August 2019, Rochester, NY*

- Managed all social media accounts for Wegmans Amore Restaurant resulting in double the engagement and impressions on Instagram and Facebook platforms
- Created content calendar, posting schedule and provided weekly analytics reports
- Analyzed Wegmans Shoppers Club membership and created plan that promoted continuous improvement
- Assisted in event planning efforts and execution

### **RIT (Behind the Bricks)/ Social Media Manager**

*January 2018 - May 2018, Rochester, NY*

Identified problems and defined social strategy while creating, curating and managing published content across all social media platforms, including website

- Maintained clear and consistent brand voice on all social media platforms
- Led weekly team meetings with excellent verbal and written communication skills

## Skills/Certifications

- Vast knowledge of current digital trends and social platforms
- Fluent In Bosnian, Croatian and Serbian
- Proficient in Microsoft Word, Excel, Powerpoint, WordPress, Google/
- Facebook Analytics, SocialStudio, Hootsuite, Canva. Some knowledge of PhotoShop and InDesign
- Hootsuite Platform and Social Media Marketing Certifications

## Work History

### **Wegmans / Coffee and Bakery Departments**

*August 2016 - Present, Rochester, NY*

Demonstrates high standard service to customers in fast paced environments. Showcases strong adaptability skills by working in two departments