

# ARIEL ROBERTS

## NEW MEDIA MARKETING STUDENT

### PROFILE

Ariel is a third-year New Media Marketing Student at Rochester Institute of Technology. She is described as people-oriented, optimistic, hardworking, and always willing to learn. Passionate about the intersection of business and the (very saturated) digital world, Ariel is obsessed with quality and thinking outside of the box.

### CONTACT ME AT



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### SKILLS SUMMARY

- Written Content Creation
- Social Media Marketing Strategy
- Teamwork
- Wix
- MailChimp

### AWARDS AND CERTIFICATIONS



Dean's List, Saunders College of Business (Fall 2019- August 2021)



Hootsuite Certification

### EDUCATION

#### Rochester Institute of Technology

Bachelor Degree in New Media Marketing | Expected May 2023

- 3.7 GPA
- Studying social media marketing, digital marketing, and business core classes

### WORK EXPERIENCE

#### Marketing Intern

QuickFrame | May 2021 - August 2021

- Aid in the creation of written content for the company blog
- Time management
- Conduct research and report findings
- Meet various deadlines and project timelines
- Update company website periodically(using WordPress)
- Collaborate across departments

#### Content Creator

RIT Enrollment Marketing | September 2020 - present

- Plan, draft, record, and promote blogs and videos about campus life aimed towards prospective students
- Time management
- Meet team goals and deadlines
- Apply organizational branding across content
- Edit written and video content

### PROJECTS

#### Ariel's View

Personal Blog | June 2020 - Present

- [www.arielsview.com](http://www.arielsview.com)

### LEADERSHIP

#### The ALANA Collegiate Association

Marketing Director | AUG 2021 - Present

- Responsibilities include social media planning and management, campaign planning and implementation, content strategy and creation