

# Arianna N. Friedman

## Digital Marketing & Design

### Experience

#### Coordinator Intern

Ron Friedman CPA, Dec 2019 - Present

- Gathered client data for regular postal service and digital marketing mail.
- Scheduled posts on Hootsuite social media management platform.
- Designed and executed graphics as well as built a digital footprint for an accounting firm.

#### Digital Media Intern

Bridal Guide Magazine, May 2019 - Present

- Uploaded brand specific content to Hootsuite and scheduled daily marketing posts to twitter.
- Created editorial graphics for clients Pinterest account using Photoshop and Illustrator.
- Collaborated in the creation and maintenance of articles and slideshows for clients website which included editing copy, links, colors, and the prepping/uploading of photos.
- Assisted the team with the overall photography process for the clients Instagram account.

#### Early Childhood Program Counselor

JCC on the Hudson, Sept 2016 - March 2020

- Supervised children aged 2-5 years old at a summer camp and planned various activities for the children to part-take during the day.
- Assisted team leads with administrative duties in the main office.

### Education

#### SUNY Oneonta, May 2020

*Bachelor of Science in Fashion Merchandising*

GPA: 3.26

Awards: Dean's List (Dec 2018, May 2019)

Activities: Student Fashion Society; Alpha Phi Omega; Community Service Fraternity

#### Fashion Institute of Technology, May 2020

*Associates Degree in Advertising and Marketing Communications*

GPA: 3.61

Activities: Events Coordinator for Chabad

### Skills

Technical: Adobe Photoshop, Adobe Illustrator, Canva, HTML / CSS, Microsoft Office, G Suite, Dropbox, Mailchimp, Hootsuite, iMovie, Github, Instagram, Facebook, Twitter, Tik Tok, Snapchat, Zoom, Slack

Soft: Creative / Innovative, Self-starter, Collaboration, Detail-oriented, Storytelling, Delegating, Project Management, Adaptable, Team-player, Quick Learner

### Contact

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