

CRISTINA MASI

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EDUCATION

Sacred Heart University, School of Communication, Media & the Arts, Fairfield, Connecticut

Master of Arts

August 2022

Major: Strategic Communication & Public Relations

GPA: 3.9

Manhattanville College, Purchase, New York

Bachelor of Arts

May 2020

Major: Communication Studies

Minors: Sociology, English (Concentration in Creative & Professional Writing) & Philosophy

GPA: 3.6

AWARDS

Sister Mary T. Clark Scholarship | Provost Scholarship | National Society of Leadership and Success | Lambda Pi Eta

PUBLISHED WORKS

Spotlight Articles on Manhattanville College's Online Alumni Site, Spring 2020

Poems in *Graffiti Literary Magazine*, Spring 2018 & Spring 2019

Article in *The Touchstone* Newspaper, Fall 2017

ACADEMIC PROJECTS

Communication & Media Theory

Fall 2018

- Co-designed a marketing strategy with a group of peers to attract incoming and current students to the new Center for Design Thinking
- Selected by the President of Manhattanville to present marketing campaign to the College's Board of Trustees
- Marketing strategy chosen to be used in Fall 2019 Center for Design Thinking launch

PROFESSIONAL EXPERIENCE

Charter Communications, Stamford, CT

Marketing Specialist – SMB

July 2022 – Present

- Assists with the development of creative briefs and works with agencies on integrated campaigns that extend across shared mail, television, radio, audio stream and other various tactics
- Executes marketing plans and creates marketing tactics for specific campaigns in collaboration with cross-functional teams within the marketing department
- Reviews creative deliverables to ensure that they are delivering on messaging objectives and brand strategy
- Manages library of creative assets and updates with agency partners to have the most current assets organized and available
- Collaborates with internal media teams in order to traffic television, radio, print, and digital creative and maintain ISCs
- Manages invoices and tracks expenses related to SMB marketing from outside vendors
- Manages and maintains all legal disclaimers on mass media creatives

MaxEx Public Relations, LLC, Stamford, CT

Junior Associate

June 2020 – July 2022

- Photographed high quality images of client establishments and menu items using Canon EOS Rebel T7 DSLR camera monthly
- Created about 50 graphics per month of upcoming events, restaurant specials, etc. using Canva
- Managed between 1-5 client social media pages (Facebook and Instagram) daily
- Designed strategic social media plans weekly
- Developed engaging weekly newsletters using Constant Contact
- Inputted client information on *Best of Norwalk* mobile application
- Reached over 1,000 Instagram followers organically within 4 months of account creation

CRISTINA MASI RESUME, Page 2

Manhattanville College, Purchase, NY

Alumni Relations Communications Intern

January 2020 – May 2020

- Conducted phone interviews with Manhattanville College Alumni
- Wrote engaging spotlight articles for the Manhattanville College Alumni Newsletter
- Managed and updated reunion webpages
- Promoted upcoming alumni events on Facebook and Instagram
- Designed social media promotion plan for Reunion 2020

Manhattanville College, Purchase, NY

August 2019 – May 2020

Digital Innovations Team EdTech Assistant

- Assisted Manhattanville College faculty, staff, and students in the use of various programs (Blackboard, Digication, Office 365 etc.) through walk-in meetings, scheduled appointments, and class demonstrations
- Gave presentations in classes teaching students how to use desired media
- Created and designed posters for on-campus events
- Managed Digital Innovations Team reservations and technology for Manhattanville College's ePortfolio Lab

Chartwells Catering, Purchase, NY

September 2018 – December 2018

Event Planning Intern

- Managed waitstaff tasks and scheduling during events of 50-200 people in order to increase team efficiency
- Assisted at about 50 events
- Met with prospective clientele during food and cake tastings to outline catering options
- Worked with event coordinators to ensure event moved according to schedule, and solved problems discreetly as they arose

Manhattanville College, Purchase, NY

Spring 2017, Spring 2019 – Spring 2020

Undergraduate Admissions Outreach Ambassador

- Made 300+ phone calls per week to incoming and prospective college students and to schedule campus visits
- Recorded phone call overviews on Salesforce
- Answered questions from prospective students and families about the College and its programs
- Spoke at 4 open house events about personal college experiences
- Assisted at 6 open house events with about 150+ people, and staffed campus events

VOLUNTEER

Activity Volunteer, CAST Kids, Manhattanville College

August 2016 – February 2020

Activity Volunteer, Art of Dancing, Manhattanville College

September 2018 – February 2020

Senior Activity Volunteer, King Street Rehab

September 2017 – December 2018

Activity Volunteer, Maria Fareri Children's Hospital

October 2016

Volunteer, Thomas Merton House, Bridgeport, CT

December 2014 – December 2016

SKILLS

Proficient in Microsoft Word, PowerPoint; Social Media; Ariba; Tableau; Constant Contact; Canva; Procreate; Hootsuite; Spark AR; Eventbrite; Adobe Lightroom, Photoshop, Illustrator; Google Analytics; Facebook Analytics; Salesforce; Organization & Planning; Communications; Strategic Marketing Plans; Public Relations; Digital Marketing
Certification: Intercultural Competency Certificate Program (ICCP), Spring 2018