

Victoria Yenzer

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EDUCATION

Hofstra University, School of Communications

Hempstead, NY

Bachelor of Arts, May 2017

Major: Public Relations; Minor: Marketing, Rhetoric

GPA: 3.83/4.0; Dean's List All Semesters, Provost List (4.0) Spring 2016, Fall 2016, Spring 2017

WORK EXPERIENCE

Nov. 2018-Present

SOUNDIGEST

Social Media Manager

- Execute social media planning across Twitter, Instagram, and Facebook platforms

May 2018-Present

FREELANCE PUBLIC RELATIONS

- Develop press releases for companies such as Listables and Catch-a-Ride
- Pitch various media outlets to garner press for Listables

Feb. 2018-Present

THE NUTTY IRISHMAN - Farmingdale, NY

Marketing Coordinator

- Develop and manage social media accounts for NuttyFarmingdale and NuttyCountry, including Instagram, Facebook, and Twitter
- Monitor and correspond with customer inquiries and reviews on Facebook, Twitter, Instagram, and Yelp
- Build email marketing list and create Robly email marketing campaigns for events
- Update internal and external company calendar with performance schedule
- Correspond with performers to ensure promotion and execution of events

Feb. 2018-Present

ALL PUNKED UP

Contributor

- Create and develop music news articles, interviews, quizzes, and lists

Feb. 2017- Aug. 2017

MANE RECORDS, STUDENT RUN RECORD LABEL - Hempstead, NY

Publicity, Promotions, Marketing Chair

- Created press materials, such as press releases and artist backgrounders
- Coordinated artist interviews with various media outlets and assisted in artist media training

Jan. 2017- Aug. 2018

NEW YORK LIZARDS MAJOR LEAGUE LACROSSE - Garden City, NY

Game Day Staff (May 2017-Aug. 2018) / Public Relations Intern (Jan. 2017-May 2017)

- Assisted with all operations during set up, game time, and break down on game days for the team
- Actively researched and pitched player interviews and team information to media outlets
- Developed posts for the team's social media platforms, including Instagram, Twitter, Facebook, and Snapchat
- Drafted articles to be published on the team's website

Sept. 2013- May 2017

HOFSTRA CONCERTS - Hempstead, NY

Hospitality Manager (May 2015-May 2017) / Ticket Manager (May 2014-May 2015)

- Tended to the needs of the artists before, during, and after performances
- Prepared greenrooms for artists, as well as ensure the arrival of artists for performance time
- Managed the coordination, oversight, and sales of tickets for semi annual concert events

Oct. 2013 - May 2017

HOFSTRA UNIVERSITY PRIDE PALS - Hempstead, NY

Treasurer (May 2016 - May 2017) / Vice President, Co-Founder (Oct. 2013-May 2016)

- Prepared the organizations budget for approval and actively monitored and approved events within the budget
- Developed fundraising activities such as Wheelchair Basketball and Pantene Beautiful Lengths for beneficiaries including The Empire State Games for the Physically Challenged and The American Cancer Society
- Engaged with Student Access Services to develop and promote programs engaging student members

ADDITIONAL EXPERIENCE

Mar. 2016 - May 2017

ZETA PHI ETA - Hempstead, NY

Philanthropy Chair (Feb. 2017-May 2017) / Historian (Sep. 2016 - Jan. 2017)

- Initiated, coordinated, and promoted charity programs to benefit Love 146
- Arranged fundraising team and team bake sale for Hofstra University's Relay for Life
- Compiled and kept updated records of the organizations history

Nov. 2014 - Dec. 2016

STUDENT ACCESS SERVICES - Hempstead, NY

Student Office Assistant

- Performed reception and greeting duties and provided daily office support as required
- Organized, filed, and delivered confidential files daily to various offices at Hofstra University
- Assisted the Graduate Assistant with proctoring undergraduate students exams

SKILLS

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|--------------|----------------------------|-------------------------|--------------------------|
| • WordPress | • Microsoft Office | • Google Drive | • American Sign Language |
| • Press Kits | • Canva | • Social Media | • Event Planning |
| • Hootsuite | • Grum Instagram Scheduler | • Robly Email Marketing | • Media Pitching |

