





Rebecca Szlajen

Communications Specialist

Advertising, Marketing, Media Buying and PR

CONTACT

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EDUCATION - ITHACA COLLEGE

Bachelor of Science: May 2020

Communication Management & Design

Minor: Journalism

Graduated Magna cum Laude

Academic Achievements

Rod Serling Scholarship (2016-2020)

Alumni Philanthropy Award (2016-2020)

Professional Affiliations

PRSA: Member of local, national chapter

PRSA New Professionals: Co-Chair,

Social Media

PRSSA: Co-director of Digital Media for IC

Professional Certifications

PR Council Agency-Ready (2020)

Google Analytics (2020)

SKILLS

Technical

Adobe Creative Cloud (Acrobat Pro, InDesign, Photoshop, Premiere Pro), Google Ads, Facebook Ads Manager, LinkedIn Campaign Manager, LinkedIn Lead Generation, Facebook Ads Manager, Cision, MuckRack, Hootsuite, IMDbPro, Squarespace, WordPress, Wix, PressWire, Canva

Social Media

Facebook, Twitter, Instagram, Snapchat, YouTube, Tumblr, TikTok, Reddit, Pinterest

Language

Conversational Spanish

RELEVANT EXPERIENCE

C&S Wholesale Grocers | October 2020 - Present

Recruitment Advertising & Marketing Specialist | Remote

- Implemented national, regional, locational advertising campaigns digitally and in print
- Secured national and local media advertisements through a variety of outlets (ex: billboards, radio, event sponsorship)
- Handled all components of nationwide and regional digital ad campaigns across multiple platforms (ex: Google Ads, Facebook Ads, etc.)
- Created presentations monthly containing advertising and marketing plans to distribute company-wide
- Wrote advertising copy for digital, print, radio, and newspaper
- Built and maintained relationships with journalists, media outlets, radio programmers, and others within the music industry
- Managed an intern eight months into the role
- Utilized geofencing, keywords, and audiences to optimize paid search and display advertising campaigns
- Prioritized tasks based on urgency; handled multiple tasks simultaneously

Sony Pictures Television | January 2019 - May 2019

Media & Talent Relations Intern | Culver City, CA

- Researched press clippings relating to SPT's drama, soap operas and comedy shows daily
- Scanned and uploaded press clippings using PressWire
- Edited video clips from NBC's *The Blacklist* using Premiere Pro for various press bookings (ex: talk shows, interviews, online postings, etc.)
- Organized Excel spreadsheets for company cards, festivals, awards, schedules for shows
- Assisted in setting up talent interviews, checking in and guiding press at various SPT events (ex: Sony's EMMY FYC Day, LA Screenings)
- Created a press guide for season two of Amazon's *The Tick*

Cronin | June 2019 - August 2019

Media & Analytics Intern | Glastonbury, CT

- Executed weekly budget tracking reports
- Created \$30,000 media advertising plan for UConn Tech Park, UConn's research center
- Reviewed ad placements daily to prevent placements on negative sites using a blacklisting process