


## KEY FEATURES:

Subtle design elements

Applying for creative positions

# JACKI ARNOLDI

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## EDUCATION

University of California, Santa Barbara

June 20xx

Bachelor of Arts in Communication - Cumulative GPA: 3.46

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## MARKETING EXPERIENCE

**Publicity Coordinator** - Associated Students Program Board - Santa Barbara, CA April 20xx - Present

- Oversee press during live shows ranging from 800 - 13,000 person capacity
- Drive brand awareness and promote positive brand image via multiple channels including social and email
- Analyze entertainment, cultural, and technology trends to implement innovative marketing strategies
- Responsible for marketing, social media, public relations, ticket giveaways, and event operations
- Coordinate 30 interns for show promotions such as social media, flyer distribution, and tabling
- Research best new venues for ad placement to reach intended audiences most effectively

**Marketing Intern** - YMCA Association Office - Santa Barbara, CA

January 20xx - April 20xx

- Monitored and summarized media coverage using Google Alerts and created data reports via Excel
- Created, proof-read, and distributed press releases to publicize upcoming events
- Maintained all 7 YMCA Branch websites via WordPress

## PR & EDITORIAL EXPERIENCE

**Career and Alumni Relations Intern** - UCSB Alumni - Santa Barbara, CA

February 20xx - Present

- Provide creation, marketing, and management of career-focused programming for UCSB alumni and students
- Track and analyze data on career programs to improve alumni engagement and create data reports via Excel
- Balance multiple projects simultaneously including management of online platforms, creating marketing materials, and executing social media projects while adjusting to changing priorities
- Maintain good working relationships with notable alumni to drive expansion of online platforms

**Editorial Intern** - Womxn Media - Santa Barbara, CA

February 20xx - July 20xx

- Capitalized on strong writing and grammar skills to publish 7 engaging articles relevant to the college demographic
- Utilized excellent collaborative and organization skills to develop new PR strategies with the Editorial team
- Delivered high-quality content in a fast-paced, deadline driven environment while working autonomously

## VOLUNTEER EXPERIENCE

**Usher** - Festival Unlimited - Berkeley, CA

August 2018 - Present

- Provide ADA services during large festivals ranging 200k in attendance such as Outside Lands and Treasure Island
  - Guide patrons for shows ranging from 2,800 - 8,500 person capacity such as Zhu, Toki Monsta, and David Cross
  - Utilize strong problem-solving skills to resolve guest complaints and deliver efficient customer service
  - Respond to a high volume of inquiries at festivals and shows with friendliness and professionalism
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## PROFESSIONAL SKILLS

- **Social Media** - Developing and managing social media accounts: Facebook, Instagram, Twitter, and Snapchat
- **Microsoft Office** - Proficient in MS Office applications: Excel, Word, Outlook, and Powerpoint
- **Press Releases** - Proofing, formatting, and distributing press releases and email marketing sends