

CASSANDRA RIO

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EDUCATION

Endicott College

Beverly, MA

Bachelor of Science in Marketing Communication/Advertising

Anticipated May 2024

- *Academic Honors:* GPA: 3.89 · Dean's List · Lambda Pi Eta Honor Society · School of Social Sciences, Communications & Humanities Student Ambassador
- *Leadership Activities:* Internship & Career Center Student Advisory Board · Student Partners for Teaching & Learning Advisory Board · Tutoring & Writing Center Community Building Activities Board · Endicott College Television · Peer Writing Tutor · Tutoring & Writing Center Hiring Committee · Project Connect Facilitator · Peer Notetaker
- *Senior Thesis:* Tide (P&G) & Sustainability, American Advertising Federation x National Student Advertising Competition

Florence University of the Arts- The American University of Florence

Florence, Italy

Study Abroad

January-May 2023

PROFESSIONAL EXPERIENCE

KingFish & Partners

Beverly, MA

Digital Marketing Intern/Co-op

September 2023-January 2024

- Facilitate the daily account management activities for clients, including the preparation of timely and accurate reports such as call reports, recaps, and other internal documents, as well as client deliverables
- Contribute to the management of social content by offering recommendations, conducting competitor research, and generating reports. Additionally, play a role in extracting and analyzing Google Analytics Reports
- Cultivate a foundational understanding of the business objectives and requirements of designated clients
- Conduct competitive research to support client projects and provide assistance to the account team in project-related tasks

Stackpole & Partners

Newburyport, MA

Advertising/Media Intern

June-August 2023

- Provided support in the daily management of client accounts
- Reviewed internal documents and client deliverables to ensure accuracy and quality
- Participated in weekly agency status meetings and client status calls to stay abreast of developments and contribute insights

The Carbon Crew

Newburyport, MA

Advertising/Media Intern

January 2022

- Collaborated internally to engage in brainstorming and strategic planning for diverse clients and accounts
- Employed creative approaches across various communication styles to adeptly connect with distinct target audiences

William Raveis Real Estate Company

Lynnfield, MA

Social Media Marketing Intern

January 2021

- Collaborated with the social media supervisor to assess media outputs
- Formulated and implemented strategies aimed at augmenting audience engagement on social media platforms

SKILLS/TRAINING

ProjectConnect Training *January 2024*

TikTok Academy Agency Training *January 2022*

Facebook Blueprint Trainings *January 2022*

CRLA Level 1 *September 2021*