

Malina Lasicki

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Education

University of Connecticut- UConn School of Business

Storrs, CT

Bachelor of Science in Business

August 2020–May 2024

- Marketing Major
- Digital Arts Minor
- Digital Marketing & Analytics Concentration
- Cumulative GPA: 3.65/4.0
 - 2021 New England Scholar Award

Work Experience

UConn School of Nursing Marketing Dept. , Storrs CT- Video Production Assistant September 2023–Present

- Focus on video editing, production, creating new content, & working with the Marketing Director on projects.

Creative Commerce Group (Digibiz), London, UK - Marketing Intern March 2023–May 2023

- Focused on social media content creation, scheduling and creating social assets & setting up Meta advertisements.
- Worked with email marketing and data analytics to create reports for specific campaigns.
- Created, presented, & implemented a social strategy deck for a client -created social media posts/ edited videos.

Merican Mule, Norwalk, CT - Social Media Manager (Virtual Internship) August 2022– January 2023

- Continued my partnership with 'Merican Mule while at college, where I ran the social media platforms.
- Focused on social media presence and increasing engagement: found/created, planned, and posted the content.
- Curated blog posts, created digital assets for social media & website, provided digital marketing assistance.

Merican Mule, Norwalk, CT - Summer Marketing Intern May 2022–August 2022

- Focused on social media presence and increasing engagement: I created partnerships with influencers for content, created content and creative digital art myself, then planned and posted the social media content.
- Wrote blog posts, went to events, created digital assets, and provided in-person marketing assistance on projects.

UConn One Card Office, Storrs, CT- Student Administrative Assistant April 2022–January 2023

- Printed/issued Husky One Cards to UConn students/employees, troubleshoot One Card issues.
- Was allocated the marketing tasks in the office: created graphic designs for flyers and job postings.

Tiffany Outdoor, Stamford, CT- Marketing Intern December 2019–February 2021

- Helped with marketing research; found areas to use for companies' advertisements, and analyzed data.
- Provided sales support for potential clients and identified businesses in which to display targeted ads.

Extracurricular Activities

Alpha Phi Iota Lambda Sorority | Director of Sisterhood | University of Connecticut August 2020 - January 2022

- Create, organize, and oversee all sisterhood events; set up transportation, venues, and provide safety at the events.

Special Olympics | Member | University of Connecticut October 2020 - Present

- Plan and attend various sporting events for people with intellectual and developmental disabilities.

Women in Business | Member | University of Connecticut October 2020 - Present

- Acquire knowledge about different companies and internship opportunities; learn interview techniques.

Skills

- Microsoft: Access, Excel, PowerPoint; Adobe: Publisher, Photoshop, Illustrator, Premiere Pro and After Effects; Canva; Figma