

Maurina Iannuzzi

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EDUCATION

James Madison University, Harrisonburg, VA
Bachelor of Arts in Media Arts and Design
Concentration in Creative Advertising
Minor in Statistics

December 2024
GPA: 3.5

Study Abroad: Semester in London
Relevant Coursework: "Culture by Design", "Communication, Diversity, & Pop Culture", "British Media & Society"

Summer 2024
GPA: 3.7

WORK EXPERIENCE

Content Marketing Specialist

Noofah

Fall 2024
Princeton, NJ (Remote)

- Developed cohesive, targeted email marketing campaigns based on customer engagement data and audience behavior, increasing click-through rates by 25%.
- Designed visually compelling social media and email marketing assets that reinforced brand identity, boosting user engagement and retention.

Digital Social Media Intern

Assett Commercial Services

Summer 2024
West Chester, PA (Remote)

- Produced SMO-driven ad copy for Facebook and LinkedIn campaigns, leading to a 27% increase in CTR.
- Executed a multi-platform content strategy using keyword research to improve search rankings and organic traffic.

INTERNATIONAL EXPERIENCE

Marketing & SEO Intern

Beds and Bars Ltd

Summer 2023
London, England

- Repositioned the company's brand manual to resonate with the latest generation of employees and appeal to the core demographic of hostel guests.
- Wrote blog content, resulting in measurable increases in web traffic and improved online visibility using SEO techniques.

PROJECTS

Senior Capstone

Fall 2024

- Collaborated with a four-person agency team to develop 20+ deliverables across traditional and new media, aligning creative concepts with cohesive brand storytelling and mock-campaign execution.
- Led research synthesis of qualitative and quantitative research including competitive analysis, surveys, and interviews to uncover consumer motivations and purchasing behaviors.

Event Marketing Campaign

Spring 2024

- Executed end-to-end creative strategies to develop cohesive marketing materials for before, during, and post-event phases, repositioning the event as a networking opportunity rather than an intimidating career fair.
- Presented the strategic and creative rationale behind branded messaging, taglines, and event collateral to university faculty and industry professionals as part of a competitive design contest earning the first-place opportunity to execute the campaign and promote the event.

SKILLS

Creative: Storytelling, Content Strategy, Cross-Cultural Communication, Design (Photoshop, Illustrator, InDesign)

Analytical: Market Research, SEO (Google Analytics, Semrush), Data Interpretation (R, SQL, SAS, Excel)