

Antoinette San Pietro

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EDUCATION

American University, School of Communication

Washington, DC

Bachelor of Science in Public Relations and Strategic Communication

May 2022

Minor: Marketing

Relevant Coursework: Communications Research, Brand Management, Consumer Behavior, Social Communications

WORK EXPERIENCE

Chi Omega Eta Lambda Chapter

Washington, DC

Director of Marketing

April 2020 - January 2021

- Managed all of the chapter's social media accounts including the Instagram, website, and Facebook while maintaining brand image.
- Designed strategies to create content and increase engagement on social media accounts with over 1,800 followers.
- Lead and collaborated with a team of five other women who assisted and gave input on content.
- Worked directly with the executive board and nationals to handle crisis communications and reputation management in order to keep the public up to date on plans of action and other matters.

Badgley Mischka

New York, NY

Public Relations and Marketing Intern

May 2019 - August 2019

- Assisted Vice President of Communications with digital content creation and editorial requests.
 - Managed the Badgley Mischka Instagram with over 400,000 followers and worked to grow follower count by over 1,500 by the end of my role.
 - Connected with over 200 influencers to collaborate through Klear.
 - Designed a timeline with effective marketing campaigns to maintain brand image and communicate to public in a timely fashion.
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LEADERSHIP EXPERIENCE

Chi Omega Eta Lambda Chapter

Washington, DC

Academic Mentor

January 2020 - January 2021

- Connected weekly with 20 new members to help with coursework.
 - Guided students through course planning for upcoming semesters.
 - Served as a role model and advisor for students regarding their academic and campus involvement pursuits.
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LEADERSHIP EXPERIENCE

Saddle River Equestrian Interscholastic Equestrian Team

Chestnut Ridge, NY

Team Captain

April 2017 - April 2018

- Served as a role model and leader for over 40 girls ranging in age from middle to high school
 - Assisted with scheduling practices, horse shows, and horses' veterinarian appointments
 - Managed and directed horse shows at our stables to create a safe, welcoming, and friendly yet competitive environment
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SKILLS AND INTERESTS

Computer: Proficiency in graphic design, Klear, Instagram, Twitter, Facebook, digital content creation

Language: Fluent in English, intermediate knowledge of French

Interests: Sustainability, data analytics, social media, and website design