

CHELSEA MUCCIARIELLO

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EDUCATION

Rutgers University- New Brunswick

New Brunswick, New Jersey

Bachelor of Arts in Communication, Journalism and Media Studies

Expected Graduation: May 2023

Specialization in Public Relations, Minor in Digital Communication and Information

- **Relevant Coursework:** Media Marketing & Communication, PR Management
 - **Honors/Recognitions:** Dean's List Spring 2019 & Fall 2021, Communication Honor Society: Lambda Pi Eta (Chapter: Zeta Delta)
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PROFESSIONAL EXPERIENCE

Barnes & Noble Education, Inc.

Basking Ridge, New Jersey/Remote

Social Media & Digital Marketing Intern

January 2021- Present

- Assist with the planning and execution of digital marketing activities including email, mobile, web marketing, organic social, paid social media campaigns.
- Help create, coordinate and track digital marketing and advertising campaigns using optimization and analytics tools on Google Analytics, Facebook
- Aid in reporting on the performance of all digital marketing campaigns
- Assist with primary and secondary competitive research to dimension market trends
- Aid in researching opportunities for marketing partnerships, sponsorships, advertising
- Brainstorm campaign ideas with the marketing team
- Participate in feedback sessions on marketing and creative positioning as well as product features and functionality

NetElixir

Princeton, New Jersey/Remote

Digital Marketing Intern

October 2021- December 2021

- Implement paid social campaigns with specific objectives to grow online traffic and conversions
- Identify areas of improvement within existing paid social campaigns and processes
- Work with paid social team to help create ads and optimize campaigns
- Assist in influencer marketing tasks by placing orders and responding to influencers
- Create ad performance reports for client calls

Livingston Plaza Public Relations Case Project

New Brunswick, New Jersey

PR Team Member

September 2021- December 2021

- Created a Public Relations firm with team members with support from the course, "Message Design for Public Relations".
- Assisted a real client from Rutgers University and helped him reach his goal of optimizing foot traffic to the Livingston Plaza
- Created PR tactics such as newsletters, event planning, and social media sites to help the client gain traction to the plaza.

Atmosfy

New York, New York/ Remote

Brand Ambassador

June 2021-Present

- Create content to review food experiences from local businesses
 - Help build out Atmosfy's global customer base through honest reviews
 - Play a role in customer feedback and core feature development within the app
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LEADERSHIP EXPERIENCES

Communication Honor Society- Lambda Pi Eta

New Brunswick, New Jersey

Treasurer

January 2022- Present

- Document financial transactions for club members and analyze past spending
 - Create forms to submit member and graduation dues
 - Prepare a final report of all expenses for the duration the semester.
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SKILLS & INTERESTS

Skills: Intermediate skills in Canva, Google Docs/Sheets Ads Manager on Facebook, WordPress

Interests: Social Media, Current Fashion Trends, Current Events, Influencer Marketing, Travel