

Catherine Cinti

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EDUCATION

University of Pittsburgh, College of Business Administration

Pittsburgh, PA

Bachelor of Science in Business Administration | Marketing

Digital Media | Certificate

Expected Graduation: Apr. 2025

Dean's List Fall 2024

RELEVANT COURSEWORK

Consumer Behavior, Decision Analytics, Strategic Management, Marketing Research using Python, Digital and Social Media Marketing, Advertising and Sales Promotion, Digital Media Composition

WORK EXPERIENCE

Andrew Exler Marketing

Remote

Digital Marketing and Social Media Associate (Jan. 2025 - Present)

- In addition to prior work, design graphics and assets for ourselves and 3 other clients
- Take part in weekly meetings with all clients

Marketing Assistant (Oct. 2024 - Jan. 2025)

- In addition to prior work, developed social media strategies
- Monitored ad performance and web analytics for ourselves and 2 clients using Google Ads and GA4

Digital Marketing and Social Media Intern (Mar. 2024 - Oct. 2024)

- Created social media content using Canva and the Adobe Suite for ourselves and 1 client

Office of PittServes

Pittsburgh, PA

Social Media Coordinator (Sept. 2024 - Present)

- Photograph major events and create social media content using Canva and the Adobe Suite
- Facilitate communication across 6 student organizations to ensure a cohesive social media presence

Office Assistant (Sept. 2021 - Sept. 2024)

- Greeted visitors, answered their questions, and directed them to the appropriate offices
- Used Salesforce and Excel to record and monitor volunteer activity across the entire university
- Took part in or tabled for approximately 4 major volunteering events or promotional activities per year

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Remote

Graphic Design Intern (May 2023 - Aug. 2023)

- Crafted posts for Facebook, Twitter, and Instagram based on social media analytics from Hootsuite
- Kickstarted the development of an app using Figma to create the UI
- Communicated with an international team spanning 3 countries

SKILLS

Design and Video

Adobe Photoshop and Illustrator
Clipchamp
Canva
Gimp

Coding and Web Development

Visual Studio Code
Wix and Square
Python
Figma

Analytics and Admin

Google Ads and GA4
Hootsuite and Sprout
Salesforce
Hubspot