



# CATERINA PAROLA

ADVERTISING PROFESSIONAL

 [www.milanotochicago.com](http://www.milanotochicago.com)

 312-XXX-XXXX

 [caterinajparola@gmail.com](mailto:caterinajparola@gmail.com)

## EDUCATION

---

### **Master of Arts / PR & Advertising**

DePaul University

2017 – Expected 2019

### **Bachelor of Arts / PR & Advertising**

DePaul University / GPA 3.87/4.00

2013 - 2017

## SKILLS

---

- Excellent Writing
- Client Service
- Media Relations
- Social Media Marketing
- Influencer Marketing
- Blogging
- International Perspective
- Fundraising

## LANGUAGES

---

- Native Italian
- Fluent French
- Fluent Spanish
- Basic Portuguese

## INTERESTS

---

- Account Management
- Branding
- Strategy
- Consumer Insight

## PROFILE

---

Creative, skilled DePaul University graduate student with a passion for writing, branding and relationship management currently employed in the b2b marketing field. Globally oriented, strategic thinker with experience in social media management and content creation. Ability to work well in teams. Experienced in a wide range of public relations duties, from client relations to event planning.

## WORK EXPERIENCE

---

### **Assistant Account Manager**

#### **Slack and Company / February 2019 - Current**

Working on the agency's largest client providing support to the account management team.

Responsible for managing multiple projects, developing timelines, conducting market research and actively communicating with the client regarding a variety of tasks.

### **Stewardship Officer**

#### **Presence Health / February 2018 – December 2018**

Worked with Regional Executive Directors to develop and implement fundraising and stewardship strategies that strengthen long-term relationships with major donors.

Responsible for producing communications resources including proposals, stewardship reports, promotional material, quarterly newsletters and meeting materials for donor meetings.

Co-led the 2018 Associate Giving Campaign across nine hospitals and one hospice facility.

### **Development and Special Events Intern**

#### **The Joffrey Ballet / September 2016 – May 2017**

Assisted with the planning and execution of fundraising events and other donor related activities.

Assisted with the preparation of Women's Board meetings and events. Drafted correspondence, reports, proposals, and donor appeals, as well as maintaining donor files and other Development department materials.