

Maurina Iannuzzi

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Education

James Madison University, Harrisonburg VA

December 2024

Bachelor of Arts in Media Arts and Design

GPA: 3.5

Concentration in Creative Advertising, Minor in Statistics

Advertising Experience

Digital Social Media Intern

Summer 2024

Asset Commercial Services

West Chester, PA (Remote)

- Designed a social media campaign to drive organic impressions and profile visits on Facebook and LinkedIn.
- Utilized SEO techniques to improve SERP rankings and boost organic click-through rates by 27%.

Design Intern

Spring 2024

James Madison University

Harrisonburg VA

- Developed a creative strategy for SMAD Day 2024 with the slogan 'We've been there' to encourage graduating upperclassmen to connect with alumni, achieving a 10% increase in attendance.
- Designed targeted promotional materials that visually communicated SMAD Day's shift from a traditional career fair to an informal networking event.

International Experience

Marketing & SEO Intern

Summer 2023

Beds and Bars Ltd

London, England

- Produced SEO-driven blog content that boosted web engagement and improved search rankings among 18-24-year-old travelers, increasing web engagement
- Repositioned the company's brand manual to align with the values of a new generation of employees and resonate with the core demographic of hostel guests.

Advertising Coursework

Advertising & New Media

- Collaborated with local businesses to execute cross-channel advertising campaigns across traditional and digital media, utilizing strategic narratives and data-driven insights to enhance consumer engagement.

Culture by Design

- Examined the intersections of culture, power, media, and design, focusing on how language, imagery, and sound in media shape and reflect societal values.

Copywriting

- Explored the impact of mediated communication on perception and cultural change with a specific focus on the nuances of British media and culture.

Statistics Coursework

Categorical Data Analysis

- Applied statistical analysis techniques, such as logistic regression and contingency tables, to derive actionable insights for targeted audience segmentation and behavior analysis.

Applied Linear Regression

- Assessed statistical significance of trends using regression analysis to provide meaningful insights for strategic decision-making.

Skills

SEO (Google Analytics, Semrush), Design (Photoshop, Illustrator, InDesign),
Data Analysis (R, SQL, SAS, Excel)