

# Margarita Vorobyeva

V.Margarita@outlook.com • MargaritasMedia.com • 1 (203) 502-9517 • New York, NY

## Education:

---

**Pace University, Lubin School of Business** New York, NY

Graduating May 2016

BBA in Marketing, Advertising and Integrated Marketing Communications

*Related Courses:* Principles of Marketing (A), Marketing Research (B+), Media Planning and Buying (A-), International Marketing (A), Fundamentals of Advertising & Promotions (A-), Management Science and Production Concepts (A), Business Law (A), Statistics (B)

Current 3.5 GPA, Second Honors Fall 2014; First Honors Fall 2012

**John Cabot University** Rome, Italy

01/ 2014 – 05/ 2014

## Related Experience:

---

**Alex Woo**, New York, NY

02/2016 - Current

*Marketing and Social Media Intern*

- Produce creative content, both photography and copy for various social media platforms and e-blasts to grow consumer interactions
- Work on campaigns for some major clients and compliance with 3<sup>rd</sup> party regulations for a mutuality beneficial outcome
- Locate key insights via Google Analytics and find key performance indicators to better connect the customer with the brand

**Pace University Advertising Team**, New York, NY

09/ 2015 - Current

*Account Planner and Promotion Development*

- Work in teams to create an integrated marketing campaign for nationwide campaign for a major CPG brand and will pitch it to the client
- Utilize various databases such as Simmons, ABI Inform and Business Source Premier to locate research on target market and behaviors
- Work with strict deadlines, bi-weekly presentations, and conducting various types of primary search in forms of focus groups and audits

**Microsoft**, New York, NY

07/2015 - Current

*Product Advisor/Community Captain*

- Meet monthly sales goals through excellent product and software advisement for customers that will provide personalize solutions
- Individually running public workshops for people of all ages to better acclimate consumers regarding merchandise and software
- Work on the retention rate of customers by encouraging customers to visit community events and will connect them with the brand

**University Relations**, New York, NY

07/2015 - 08/2015

*Marketing Intern*

- Produced templates for production scheduling's, time-line reports, and assisting the creative director with photo and video shots
- Created an organized filing system of past marketing productions to be easily accessed by department heads
- Conducted research for gathering new and updating old marketing relevant information

**Seidenberg Creative Lab**, New York, NY

09/ 2014 - 05/2015

*Web Content Development*

- Organization of content and integration of social media for various brands in order to reach new target markets
- Providing input to the creative department to help utilize a positive user experience

**Banana Republic**, New York, NY & Fairfield, CT

09/ 2013 - 07/2015

*Brand Ambassador/Visual Merchandiser*

- Providing excellent customer experience and thus resulting in many above 90% customer satisfaction rate days and surpassing target revenues
- Assisted in the opening of a flagship store and teaching the use of POS and delivery systems
- Opened over 150 brand loyalty credit cards to ensure consistent high conversion rates and retention rates

**Russian Translator**

05/2011 - Current

- Responsible for assisting in communications between English/Russian speakers

## Skills:

---

Fluent in: Russian (native), English (preferred), and Spanish (conversant)

Proficient in: Microsoft Productivity Suite; Mac iOS platform; Qualtrics and other survey building websites; social networking, Hootsuite, Google Analytics,

Basic Knowledge in: HTML coding; Simmons; MRI; Ad Mall; Kantar Media; Adobe Illustrator; Adobe InDesign