

# Nicole Iacobino

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## EDUCATION

**The Pennsylvania State University**  
College of Communications | *Bachelor of Arts*

**University Park, PA**  
Graduation: *May 2016* | GPA: 3.5

## PROFESSIONAL EXPERIENCE

### Media Planning Intern

*A&A Group*

**New York, NY**

June- August 2015

- Assisted with development of presentation materials, media plans, status reports, and proposals
- Analyzed media research, gathered contacts, audience/traffic data; updated and maintained a database for the agency
- Organized and researched campaign reporting, ad trafficking and campaign implementation
- Provided input in media planning and campaign development stages
- Tracked and pulled keyword and Google analytic reports from AdWords
- Created search engine marketing campaigns (SEO)

### Marketing Intern at Sorority Stylista

*Glitter Groupe Media*

**New York, NY**

*April 2015 – Aug 2015*

- Managed a style chapter on Sorority Stylista to inspire fashion creativity in communities across the country
- Published a new style blog weekly to keep readers engaged and form a steady reader base
- Marketed the brand image Beta Theta Chapter of Kappa Delta as the leaders in style trends for the Greek community

### Customer Service Intern

*Northeastern Flooring*

**Carlstadt, NJ**

*May 2013 - August 2013*

- Engaged in customer service and provided quality customer experience regarding inquiries for bids on projects
- Responded to phone calls, emails, and concerns from clients
- Enhanced the brands social media presence
- Liaison between the client and the general manager

## LEADERSHIP EXPERIENCE

### Kappa Delta Sorority

*Member*

**University Park, PA**

*October 2014 - Present*

- Organized annual events to raise money for Prevent Child Abuse America philanthropy
- Supported local girl scout troops by assisting in troop fundraisers
- Lead member of the Creative Team

### Event Planning Organization- EPO PSU

*Member*

**University Park, PA**

*October 2014 – May 2015*

- Acquired the skills needed to understand the event planning, wedding planning, and hospitality industry
- Participated in exercises essential to understanding the art of event planning

## VOLUNTEER WORK

### Penn State Dance MaraTHON

*Member*

**University Park, PA**

*October 2014 - Present*

- Fundraising Committee Member for the Beta Theta Chapter; Kappa Delta raised over \$70,000 for THON in 2015.
- Helped organize sorority participation in campus-wide \$13 million dollar fundraiser for pediatric cancer; Largest student-run philanthropy in the world.

**Skills/Interests:** Social Media, Microsoft Word, PowerPoint, Excel, Photoshop, AdWords, Simmons, Google Analytics