

ARIANNA BOYCE
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EDUCATION	VANDERBILT UNIVERSITY OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, May 2024	Nashville, TN
	SYRACUSE UNIVERSITY WHITMAN SCHOOL OF MANAGEMENT Bachelor of Science, May 2023 Majors: Marketing Management, Entrepreneurship and Emerging Enterprises Minor: Information Management and Technology <i>Cum Laude</i> Graduate, GPA: 3.5 Honors: Whitman Leadership Scholar, Whitman Watch, Scholar Athlete, Renee Crown Honors, Whitman Dean's List, The Greater Binghamton Scholastic Challenge 1st Place Winner, International Honors Society	Syracuse, NY
EXPERIENCE	NASHVILLE SOCCER CLUB- MLS <i>Digital Marketing / Social Media Intern</i> <ul style="list-style-type: none">Analyzed key performance indicators and created engaging social media contentUpdated website, fact-checked information, and monitored outdated pagesReviewed match notes and press conferences for compelling content ideas	Nashville, TN
Spring 2024		
	VANDERBILT UNIVERSITY ATHLETICS <i>Marketing intern</i> <ul style="list-style-type: none">Implemented game day promotions and activitiesPromoted upcoming events to student body and across social media platformsCommunicated effectively to all athletic departments on fan game day experiences	Nashville, TN
Fall 2023		
	KMI BRANDS LTD <i>Brand and Communications Intern</i> <ul style="list-style-type: none">Developed product names including trademark checking, copy writing and proof readingAssisted with Google Ads, updating Ad Copy & SEOCreated advertisement content for various platforms and analyzed campaign performance	London, UK
Summer 2022		
	TECH 4 KIDZ/ AT&T <i>Coding Instructor</i> <ul style="list-style-type: none">Facilitated engaging coding sessions for elementary students, fostering an inclusive learning environmentGuided students through the creation of Scratch projects, nurturing their creativity and problem-solving skillsIntroduced innovative hands-on activities such as crafting binary code bracelets to illustrate the fun and practical applications of STEM education	Syracuse, NY
Summer 2023		
LEADERSHIP	SYRACUSE UNIVERSITY DIVISION 1 CHEERLEADER <i>Captain of Competitive Team</i> <ul style="list-style-type: none">Led zoom meetings and created visual content on skill executionCoaching staff liaison with entire team of 32 athletesVoiced team member's concerns to athletics at SAAC meetingsLed conversations and discussions on diversity and inclusion	Syracuse, NY
2021 - 2023		
	Social Media Game Day Coordinator <ul style="list-style-type: none">Responsible for the management of all social media accounts for Syracuse Cheer (Instagram, TikTok)Created visual content for game day posts using Canva and PhotoshopDeveloped innovative marketing tactics to encourage engagement	
2020-2023		
	GAMMA PHI BETA <i>Financial Vice President</i> <ul style="list-style-type: none">Oversaw all financial transactions of the chapter to ensure long term financial healthManaged annual budget of \$200,000 and oversaw all distribution of funds to department heads	Syracuse, NY
2021-2022		
ADDITIONAL	Certifications: Microsoft Excel Specialist Certification (2019), Google Analytics Computer Skills: Proficient in Microsoft PowerPoint, Office, and Excel, Experience in HTML, C++, Python, R studio, Final Cut Pro, AWS, and Photoshop Managerial Skills: Entrepreneurial, communicative, organized, results driven, and collaborative Interests: Alt-folk music, true-crime podcasts, baking pastries, modern dance, pickleball enthusiast	