

# Stella Draper

## Contact

### Phone

732-789-8904

### Email

Draperstellar@gmail.com

## Education

Temple University, Klein College of Media and Communication - Philadelphia, PA

B.A. in [Advertising], Concentration [Copywriting]

Minor: Event and Entertainment Management

GPA: 3.89

## Expertise

- Certified in Google Ads App
- Hubspot certified
- Proficient in SEO
- Proficient in SEM
- Proficient in Microsoft Office Tools

## Experience

### ● Marketing Intern Howard Gittis Student Center, Philadelphia PA

#### Marketing Intern (May 2023- Present)

- Scheduled and managed weekly marketing tables, effectively promoting Student Center services and activities to the campus community.
- Planned and organized events months in advance, ensuring seamless logistics and successful outcomes.
- Led the rebranding efforts of social media platforms, resulting in increased follower engagement and a fresh online presence.
- Facilitated communication and collaboration between all six service areas of the Student Center, fostering a sense of unity and synergy.

### ● PINE Philly, Philadelphia PA (December 2022-Present)

#### Jr. Copywriter (May 2023- May 2023)

- Developed creative and persuasive copy for various advertising mediums, including print ads, digital banners, social media posts, and email campaigns.
- Conducted thorough research on target audiences, market trends, and competitor strategies to inform content development and ensure effective messaging.
- Collaborated closely with art directors and designers to create cohesive campaigns that integrated copy and visual elements seamlessly.
- Participated in brainstorming sessions, contributing innovative ideas and concepts for advertising campaigns.
- Assisted in developing brand identities and tone of voice guidelines to maintain consistency across all marketing materials.

### ● Howard Gittis Student Center, Temple University, Philadelphia, PA (April 2022- Present)

#### Building Manager:

- Managing the opening and closing of the Student Center to allow 200+ organizations to use the space.
- Enforcing necessary building-wide policies to over 2000 patrons a day.
- Preparing 20 rooms for events as well as working closely with event personnel to facilitate high-quality events.
- Facilitating customer service and technical support during events of anywhere from 30 to 500 people.
- Coordinating with Graphics Media Center and Game Room Employees on cash handling duties with a monthly income of about \$2000.

### ● Temple University Active Minds, Philadelphia, PA (February 2021-Present)

#### Vice-President of Marketing, Active Minds E-Board (April 2022 -Present).

- Handle all marketing for the club through social media and out-of-home
- Oversea a team of 5 and run weekly meetings
- Create engagement and outreach materials such as planners, posters, stickers, etc.
- Host workshops for other branches on how to run and operate their social media.
- Started as a social media coordinator from February 2021- October 2021
- Worked as lead Graphic designer from October 2022

### ● Highland Park Borough Highland Park, NJ (May 2017-August 2022)

#### Assistant Director, Highland Park Department of Recreation (August 2021 - August 2022).

- Oversaw a staff of 30 and 90+ children
- Developed a curriculum for six weeks for children of various ages
- Created brand-new promotional material, including flyers, newsletters, and weekly videos
- Increased enrolment by 50% through outreach.

### ● ERPHealth, Philadelphia PA (December 2022-Present)

#### Social Media Intern ERPHealth (December 2022- May 2023)

- Develop a monthly social media calendar
- Design graphics for social and events
- Created brand-new promotional material, including flyers, newsletters, and weekly videos
- Increased social engagement by 50%
- Write all original copy for posts and print