

# ANDREAS PERELLO

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**SUMMARY OF RESPONSIBILITIES:** Marketing & Communications, Social Media Manager, Public Relations & Media Manager, Graphic Designer, Content Producer & Copywriter, Website Manager & SEO Specialist, Event Marketing & Fundraising Campaign Manager, Internal Communications Specialist, Project Management, Brand Manager, Membership & Client Relations Manager, Financial Administrator

## WORK EXPERIENCE:

### Senior Manager, Marketing & Communications

Junior Achievement of Tampa Bay - Tampa, FL [2022 - Present]

- Spearheaded growth on social media platforms, achieving a 38.5% increase in Instagram followers, 31.6% on LinkedIn, and a 4,000% increase in Facebook reach.
- Crafted and implemented data-driven social media strategies, utilizing analytics to track performance and create engaging content including posts, videos, graphics, and photography.
- Established strong media relationships with Tampa Bay Times, Fox 13, and iHeartMedia, developing press releases and media kits to enhance organizational visibility.
- Designed and produced marketing materials for social media, events, and sponsorships using Adobe Suite and Canva, ensuring cohesive branding and messaging.
- Planned and executed high-impact fundraising campaigns, including galas and auctions, achieving multimillion-dollar fundraising goals through targeted advertisements and media campaigns.
- Managed advertising budgets of \$15,000 to \$125,000, optimizing reach and impact while adhering to budget constraints.
- Maintained and updated the JA Tampa Bay website via WordPress, including frontend and backend development, content creation, SEO optimization, and performance monitoring.
- Provided comprehensive marketing and communications support to internal teams, including staff, board members, and volunteers

### Brand Manager

Evolve & Co - St. Petersburg, FL [2022]

- Directed content creation shoots, staged products and people for photography and videography
- Created 15-20 social media post per client for their monthly social media campaigns on Facebook and Instagram
- Authored press releases for client press campaigns and distributed press releases to local news outlets for coverage
- Managed a team of brand management and design interns, briefing individuals on tasks pertaining to social media, press, design, etc.
- Contributed to client meetings with creative advertising ideas to market products and services
- Maintained relationships with local news sources, social media influencers, and internet bloggers for client coverage
- Organized events for clients including menu tasting events, influencer exposure events, and monthly venue events for breweries, hotels, and restaurants

### Executive Assistant

Zubu Management Solutions, West Coast District Dental Association - Brandon, FL [2021]

- Managed the administrative responsibilities of several dental associations throughout the nation by leading tasks related to marketing, communications, membership maintenance, and financial management

- Created several social media and email marketing/communications campaigns using systems like Canva, MailChimp, and Constant Contact to reach nearly 10,000 members with different backgrounds tied to dentistry
- Analyzed and surveyed the dental associations' members to ensure precise targeting to our intended audiences with programs like JotForm, WebSurveyCreator, and Excel
- Launched campaigns to retain membership and recruit additional members based on analytics resulting in a 5% increase in membership compared to the rest of the calendar year
- Planned continuing education seminars and social events hosted by the dental associations for their members which entailed finding and booking venues, catering, speakers and events sponsors
- Recorded incoming and outgoing transactions to QuickBooks, e.g. membership dues payments, sponsor payments and office expenses

### **Customer Experience Specialist**

Delta Air Lines - Tampa, FL [2019-2021]

### **Human Resources Assistant**

New York University - New York, NY [2016 - 2019]

### **EDUCATION:**

#### **New York University**

Media, Culture, and Communications

Bachelor of Science

Relevant Coursework: Cultural Foundations [I, II, III], Social Foundations [I, II, III], Writing [I, II], Introduction to Media Studies, Media & Cultural Analysis, Public Relations: Principles & Practices, Social Media Networking, Rise of Internet Media, Privacy & Media, Entertainment & Media Industries, History of Media & Communications, Intro to Digital Media, Media & Identity  
Quantitative Reasoning: Elementary Statistics, Global Cultures & Identities, Public Relations: Theory & Processes

### **SKILLS:**

Adobe suite, Microsoft 365, Google Workspace, Canva, Constant Contact, JotForm, MailChimp, WebSurveyCreator, Wordpress, Wix, Qgiv, BCRM

### **RELEVANT LINKS:**

LinkedIn: <https://www.linkedin.com/in/andreas-perello/>

Portfolio Website: [www.andrasperello.com](http://www.andrasperello.com)