**JACQUELINE C. SAVIANO**

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**EDUCATION:**

Pace University, Pleasantville, NY

Bachelor of Arts Degree, May 2013

Major: Media and Communication Arts Minor: Art

Master of Arts Degree, Media and Communication Arts, anticipated 2015

**Marketing Internship:**

* Summer 2013 to Present: Customer Acquisition and Retention Division, MeritDirect, Rye Brook, NY: Assist Brokerage/Database Marketing Manager in researching and producing data packets for clients based on their desired target markets. Place database list orders, produce and analyze reports in Microsoft Excel, track usage reports, and run queries in DQS (Database Query System). Communicate daily with clients such as OfficeMax & Gopher Sport, in order to meet their needs and generate sales.

**Communications Internship:**

* Spring and Summer, 2012: Music In The Air Intern, ArtsWestchester, White Plains, NY: Wrote and researched event calendar for outdoor concerts, including uploading information and photos daily to ArtsWestchester.org for member participation. Coordinated invitations, catering, and execution of kick-off press conference and breakfast for the Music In The Air program, as well as for the annual ArtsBash fundraising event. Edited newsletter and drafted press releases.

**Courses and Projects**:

* Social Media, Spring 2013: Used Storify, a website designed for writers and media users, to research and report on celebrities’ use of social media, such as Facebook, Instagram, Twitter and YouTube, citing both positive and negative effects on their reputation and income.
* Intro to Public Relations, Fall 2012: Designed and presented a public relations campaign for two products with different target markets in the same category, Hershey’s and Godiva chocolate. The analysis compared the different strategies to sell each one.
* Writing for Print Media, Fall 2011: Wrote seven-article feature and beat series on Eclipse Hair Studio in Scarsdale, NY, including interviews with the owner and stylists and original photography.

**Pace Activities:**

* VOX Literary Magazine, Poetry Published, April, 2012; Artwork Published, April, 2013
* Pace Annual Art Show, Spring 2012 and 2013

**COMPUTER SKILLS:**

Microsoft Word, Excel, and PowerPoint; Internet Research; Social Media -- Facebook, Twitter, ePortfolio; DQS

**EXPERIENCE:**

* Sales Associate, Pier 1 Imports, Yonkers, NY October 2012 – January 2013
* Lifeguard, Beckwith Pointe Beach Club, New Rochelle, NY Summer, 2011
* Chanel Sales Associate, Lord & Taylor, Scarsdale, NY December, 2010
* Lifeguard, Siwanoy Country Club, Bronxville, NY Summer, 2010, 2009
* Lifeguard, Lake Isle Country Club, Eastchester, NY Summers, 2008, 2007, 2006

**VOLUNTEERING:**

* Tuckahoe Community Center, Tuckahoe NY, Spring, 2011 Supervised afterschool sports and clubs
* Waverly Kindergarten, Eastchester NY, Teaching Intern May 2008 – June 2008

**OTHER ACTIVITIES & INTERESTS:**

Journaling, Illustrating, Poetry Writing, Creative Writing, Creating Musical Playlists, Photo Editing, Dancing, Swimming, Monitoring Fashion News, Speaking Italian