

CARISSA IANNUCCI

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EDUCATION

James Madison University, Harrisonburg, VA
Bachelor of Arts in Communication Studies, Public Relations
Bachelor of Arts in Media Arts and Design, Creative Advertising
Minor in General Business

Graduated May 2024

EMPLOYMENT

Account Manager and Executive

Bluestone Communications

Harrisonburg, VA

August 2023 - May 2024

- Led a collaborative team of eight to produce campaign plans, multiple news/press releases, media pitches, digital media deliverables, client goals, weekly reports, and content calendars for two clients
- Exercised client management by coordinating weekly meetings, writing client briefs, producing six client presentations, and orchestrating client feedback assessments
- Organized our strategic media planning and secured coverage across print and digital media
- Cross-functioned with the creative team to design brand aesthetics, graphics, media posts, content templates, social media reach, content calendars, and logos

Public Relations Celebrity/Influencer Intern

Blkpr

Los Angeles, CA

June 2023 - July 2023

- Organized the Hello Molly and Barbie influencer marketing event that utilized social media promotion to generate a \$329,103 media value
- Produced monthly client reports, news releases, lookbooks, social media brand graphics, media pitches/lists, PR packages for Oscar and Frank, campaign performance analysis for Hello Molly, and KPI from client events
- Analyzed and organized cultural media trends using MS Office Suite for the “Enter Your Pink Era” campaign
- Worked with stylists, top-tier influencers, and celebrities to advertise fashion brands through social media

Social Media Advertising Manager

JMU in L.A.

Harrisonburg, VA

January 2023 - July 2023

- Formulated a creative brief and SWOT analysis to establish effective advertising and social media strategies
- Strategized deliverables and the content calendar for the program’s Instagram, Facebook, TikTok, and LinkedIn
- Analyzed share of voice (SOV), sentiment value, and target market while actively posting content across channels
- Developed OOH, print, and social media campaigns to reach the program’s new target markets successfully

ACTIVITIES

Lambda Pi Eta Communication Honor Society

Social Media Director

Harrisonburg, VA

September 2022 – May 2024

- Managed and created content for the organization’s Instagram and LinkedIn to increase reach and engagement
- Attended events to network with business professionals and recruited prospective students to join

Public Relations Student Society Of America (PRSSA)

Media Relations Member

Harrisonburg, VA

September 2022 – May 2024

- Attended meetings and events with other public relations professionals
- Stayed up to date on media industry trends, pop culture, and platforms

CERTIFICATIONS AND SKILLS

- Hootsuite Platform and Social Marketing Certifications
- Adobe Premiere Pro
- Microsoft Excel, Microsoft PowerPoint, Microsoft Word
- Muck Rack