

# Arianna Haskelson

631.559.9046 | [arianna.haskelson@gmail.com](mailto:arianna.haskelson@gmail.com) | <https://www.linkedin.com/in/arianna-haskelson/>

## Summary

I have a unique skill set of memory, organization, and intuition, making me highly effective at managing complex marketing initiatives and events. I pride myself on clear communication and customer service skills. I am a fast learner, efficient with my tasks, driven, and have strong creative and writing abilities.

## Experience

### **IMAGE Skincare: Lantana, FL**

**Global Events Project Manager | July 2021 -Present**

Organized all virtual and in-person events, focusing on corresponding marketing initiatives

- Creative control over design for events
- Communicating and coordinating with marketing and digital departments to ensure all initiatives line up with events
- Creating email and social content related to events
- Copywriting review and script production
- In-person media assistance for any live shopping events
- Worked directly on a virtually reality shopping center
- Helped develop a company based podcast
- Influencer management for the events department

### **Compliancy Group: Compliance and Cybersecurity Tracking Solutions, Greenlawn, NY**

**Events, Marketing, and Social Media Coordinator | September 2018 - June 2021**

I assisted with marketing, social media, and digital campaigns, working directly with the VP of Marketing.

- Social media coordination: create and write content for Facebook, Instagram, Twitter, and LinkedIn
  - Increased viewers by 108%
- Worked with content writers to create articles for journals, created lively animations and educational videos for our events and website.
- Event coordination: responsible for events, travel, social media, booth design, and schedule.
- Planned 50 + healthcare and technology-focused events yearly.
- Monitoring KPI's, CRM Trade show lead tracking and analytics to increase ROI

### **Relais Bijoux Hotel: Ischia, Italia**

**Intern, Translator and Concierge | June 2018-August 2018**

Worked at a private hotel as a concierge and translator off the coast of Italy. Assisted guests with transportation, island excursions, and restaurants.

- Updated travel sites, social media, content and worked with the owner to create a WordPress website.

## Education

Bachelor of Science, Stony Brook University | 2021

Business Administration/ Marketing, Dean's list

## Skills, Awards, and Acknowledgements

Proficient in Microsoft Office, Google Analytics, Canva, Infusionsoft, Smartsheet, Adobe and WordPress

Fluent in Italian

Member of the National Honor Society for Leadership and Success