



# VICTORIA PUCCI-SCHAEFER

## PUBLIC RELATIONS

### PERSONAL PROFILE

No matter what the task or trial endured, I always find a way to accomplish my goals with vitality and grace while also treating those encountered along the way with compassion and respect.

Demonstrating outstanding ability and commitment in all my endeavors.

### SPECIALIZATION

- Event Planning
- Social Media
- Strategic Planning
- Web Design
- Crisis Management

### CONTACT INFO:

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**Portfolio:**

www.victoriapuccischaefer.com

### SKILLS AND ABILITIES

- Critical Thinking
- Graphic Design Skills
- Communication Skills
- Organizational Skills
- Time Management Skills
- Leadership

### WORK HISTORY

#### MARKETING AND PUBLIC RELATIONS SPECIALIST

##### **Pucci Carpet One Furniture & Bedding, May 2019- Present**

- Manage all marketing materials, website updates, and social media presence
- Responsible for corporate messaging development and distribution
- Designing marketing materials
- Plan and execute events that enhance the image of Pucci Carpet One as well as generate sales
- Actively respond to reviews online
- Design and send out promotional items for sales
- Communicate and have a good standing relationship with local media

#### COMMUNICATION INTERN

##### **Hotel Mediterraneo Sorrento, Italy Spring 2019**

- Completed a series of projects that enhanced the experience of working with others in a foreign atmosphere.
- Projects include:
  - Company Research- researched and studied the organization to better understand their brand image and mood portrayed.
  - Online Communication- completion of a plan to increase the visibility of the company through social media, feedback from customers and the exploration of new sites. Looking at the insight from social media to further develop online demographics.
  - Surveys- Encouraged guests to write reviews and used Geotagging for the company.
  - Events- Attended and helped to develop publicity for events using photos and videos taken.

### ACADEMIC HISTORY

#### SYRACUSE UNIVERSITY

Master of Science, Public Communication, expected January 2022

S.I. Newhouse School of Public Communication

#### THE STATE UNIVERSITY OF NEW YORK AT FREDONIA

Bachelor of Science, Communication- Public Relations, December 2019

Minor: Leadership Studies

- **President's Strategic Planning Committee Information Gathering and Strategic Alignment Group, 2017-2017**
  - Student Representative in Developing the University's five-year plan.
- **Keeper of the Dream Scholarship Program Multicultural Leadership Development Scholarship Program, 2017- 2019**
- **Academic Dean's List, 2017- 2019**
- **Omicron Delta Kappa Leadership Honor Society**
- **Lambda Phi Eta National Honor Society**
- **Chi Alpha Sigma**
- **Public Relations Student Society of America**
  - Secretary, 2018
  - President, 2019
- **Fredonia NCAA Division III Women's Cheerleading, 2017-2019**
  - Team Representative Student Athlete Advisory Committee, 2018-2019
  - University Representative for SUNYAC Student Athlete Advisory Committee, 2018-2019
- **Leadership Street Team**
- **Study Abroad Study Abroad Ambassador for Fredonia- 2019**

#### SANT'ANNA INSTITUTE

##### **International Study Abroad, Italy Spring 2019**

- **Study Abroad Ambassador for Sant'anna Institute- 2019**