



VICTORIA PUCCI-SCHAEFER

MEDIA MANAGEMENT

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
- Crisis Management

CONTACT INFO:

Mobile:

(716)401-1283

Email:

victoriapuccischaefer@gmail.com

Portfolio:

www.victoriapuccischaefer.com

SKILLS AND ABILITIES

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

WORK HISTORY

OWNER

Social Anchor, April 2020- Present

- Work directly with clients to prepare and create digital marketing material
- Take photos and videos for promotional use
- Schedule and attend weekly or monthly calls with the client to discuss their media
- Consult on upcoming promotions and events that the client needs assistance with
- Manage social media accounts for the client
- Analyze and track analytics from all pages managed for the client

STORE MANAGER

Cottage by Pucci, April 2021- Present

- Oversee day to day operations in the office.
- Work with customers and contractors through the entire shopping experience.
- Create workflow for employees at Cottage by Pucci.
- Communicate with local business owners for promotional purposes.
- Attend local events and meetings to promote business.
- Manage in store inventory and work with the other store location to manage products

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

ACADEMIC HISTORY

SYRACUSE UNIVERSITY

Master of Science, Public Communication, December 2021

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**