



THE MISSING C

JIANNA MARIEL
CARONAN

LINKEDIN.COM/IN/JIANNA-CARONAN

973.727.2831

JIANNA.CARONAN@GMAIL.COM

FACEBOOK.COM/THEMISSINGC

JIANNAMARIEL.COM

EDUCATION

BACHELORS OF SCIENCE IN BIOMEDICAL ENGINEERING
GEORGIA INSTITUTE OF TECHNOLOGY | AUG 2015 - DEC 2016
GPA: 3.2/4.0

EXPERIENCE

FREELANCE GRAPHIC/WEB DESIGNER, WRITER & VIRTUAL ASSISTANT
THE MISSING C | 2010 - PRESENT

- Self-taught with over 5+ years experience with various design applications
- Helps other entrepreneurs and businesses, big and small, with a multitude of tasks
- Creates and posts original content on personal website and social media accounts

CREATIVE DESIGNER
TELFIE.COM | SEP 2017 - DEC 2017

- Designed stickers which were reviewed and approved by network partners
- Managed Telfie on Tumblr and produced content for the site's social media accounts

COMMUNICATIONS INTERN
GEORGIA TECH CAMPUS SERVICES | JAN 2016 - MAY 2017

- Produced marketing materials and managed the Facebook page to improve visibility
- Published relevant articles and assisted Director of Communications with her duties

MARKETING INTERN
iENTERPRISES (NEW JERSEY) | MAY 2015 - JUNE 2015, SUMMER 2016

- Managed the company's social media platforms to extend reach and improve visibility
- Published press releases about company achievements and relevant industry topics
- Filmed, edited, and produced demonstration videos to showcase company products

SALES ASSOCIATE
BROOKSTONE (SHORT HILLS, NJ) | DEC 2015 - JAN 2016, SUMMER 2016

- Interacted closely with customers, educating them on company products and recommending gift ideas based on the customer's needs and preferences
- Handled cash and completed credit and debit card transactions

COURSEWORK & PROJECTS

PRINCIPLES OF MARKETING I | MKT 113 (COUNTY COLLEGE OF MORRIS)

- Designed and mock-launched a subscription box brand Mutts Must Needs

ADVERTISING: CONCEPT & COPY | ENGL 1101 (GEORGIA TECH)

- Devised and implemented a marketing plan for VOICE: Sexual Violence Prevention

COMPUTING FOR ENGINEERS | CS 1371 (GEORGIA TECH)

- Coded solutions to relevant engineering problems and animated projects on MATLAB

CAMPUS INVOLVEMENT

STUDENT CENTER PROGRAMS COUNCIL

CONCERTS CHAIR
MAY 2016 - DEC 2016

MARKETING COMMITTEE
SEP 2015 - MAY 2016

BLUEPRINT (GEORGIA TECH YEARBOOK)
BUSINESS MANAGER
SEP 2015 - JAN 2016

ALPHA GAMMA DELTA
BANNER COMMITTEE
FEB - MAY 2016

SKILLS

- Marketing
- Social media strategy
- Digital media
- Project management
- Microsoft Office
- Adobe Photoshop/Illustrator
- Video Editing
- Web content development