

dorothy vaccaro

WRITER. DESIGNER.
SOCIAL MEDIA SPECIALIST.

BIO

The combination of my BSBA from Northeastern University, eclectic employment experience, obsession with all aspects of design, and determination to find my niche has resulted in freelance projects that run the gamut from interior design to web presences to wedding planning. Each position, project and assignment has provided its own invaluable learning experience, making me stronger and ready to tackle the next.

RELEVANT EXPERIENCE

SOCIAL MEDIA SPECIALIST / *Constellis*

Present

- Collaborate with directors, recruiting, marketing & design departments in support of overall company goals
- Manage and grow social media accounts for Constellis, as well as Triple Canopy & Academi (affiliates now under parent company)
- Maintain consistency with individual branding standards across multiple social media accounts for a portfolio of companies
- Conceptualize campaigns for use on social media accounts to reach qualified candidates and grow Constellis audience from affiliates
- 30% increase of social media applicants in first six weeks
- Extensive industry and target market research

CONSULTANT / *Freelance*

2008 - Present

- Creative desktop publishing for proposals and small business needs
- Write articles and maintain blogs for a variety of audiences
- Advise clients on social media and overall marketing strategies
- Design and construct personal and professional websites
- Develop unique brand identities for individual projects, artists, musicians, and small businesses
- Design logos and marketing materials for each client's concept
- Coordinated and produced original design materials, favors, and décor accessories for 140-guest wedding



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EDUCATION

BACHELOR OF SCIENCE IN
BUSINESS ADMINISTRATION/
MARKETING &
ENTREPRENEURSHIP
Northeastern University

SKILLS

Graphic & Web Design

Marketing & Branding

Social Media Management

Event Planning & Coordination

Partnerships & Sponsorships

Desktop Publishing

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ADDITIONAL EXPERIENCE

OPERATIONS AND LOGISTICS SECURITY SPECIALIST / *Triple Canopy*
2011 - 2016

POC for management and support staff regarding logistics and travel for over 800 personnel • Daily communication/coordination with personnel abroad, LPM, travel, staffing, invoicing and HR departments • Spearheaded contract's monthly newsletter, distributed to approximately 1200 personnel • Obtained MRPT clearance from Department of State

PROPOSAL COORDINATOR / *Carahsoft*
2009-2011

Full-scale coordination of proposals submitted to government agencies at the state, local & federal levels • Facilitated vendor/partner meetings to develop strategies and win themes • Complete redesign of company-wide proposal layout, formatting and graphics now in daily use • Creation of presentations and promotional materials for a variety of events

ARENA TECHNICAL COORDINATOR / *National Hockey League*
2008-2013

ASSISTANT MANAGER / *Luxottica*
2008-2009

MARKETING ASSISTANT / *Design Partnership of Cambridge*
2007

SKILLS (technical)

WordPress



Adobe InDesign



Adobe Photoshop



Adobe Illustrator



Social Media



HTML / CSS



VOLUNTEER CAUSES

Honor Flight Network:

Welcoming Our Heroes

Armed Forces Foundation:

Serving Our Wounded Troops

The Elk Institute:

Donating new website and securing fundraising support

Project K9 Hero: Social media strategy and partnership consult



<http://dorothyvaccaro.com>