

Paisley Piasecki

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EDUCATION

Boston University College of Communication '17

Bachelor of Science in Communications

Concentration in Advertising, Minors in French and Arts Leadership

GPA: 3.74

INTERNSHIPS AND PROFESSIONAL EXPERIENCE

Boston University Residence Life (Resident Assistant)

Fall 2016 – Present

Boston, MA

- Serves as a Campus Security Authority and responds to residents' needs and emergencies.
- Organizes events, meetings, and group programs to facilitate a community environment.

Boston University AdLab (Interactive Manager and Designer)

Spring 2015 – Present

Boston, MA

- Mentors the interactive design team within the student-run advertising agency.
- Develops professional management skills as a liaison between designers and their clients.
- Designed a business' website on Shopfiy and earned the Best Creative Work award.

Boston Playwrights' Theatre (Marketing Intern, House Manager)

Fall 2014 - Present

Boston, MA

- Assists the directors with weekly marketing, public relations, and administrative tasks.
- Translated production contracts from French to English for RHINOCEROS (Spring 2016).
- Manages the box office staff and ticketing operations during production runs.

AKA NYC (Insights Intern)

Summer 2016

New York, NY

- Organized and analyzed daily ticket sales reports for Broadway productions.
- Maintained statistical databases about Broadway theatre and news for the agency.
- Prepared research and sales planning as part of the summer intern advertising pitch for a Broadway musical, presented to the agency's partners and leadership team.

Roundabout Theatre Company (Digital Marketing Intern)

Summer 2015

New York, NY

- Performed extensive research in the archives to create a yearlong digital content calendar for the 50th Anniversary marketing campaign.
- Updated website graphics, code, and pages in the content management system.
- Prepared weekly and monthly reports with Google Analytics to track ticket sales.

SKILLS

Computer Programs: HTML, CSS, Adobe Creative Suite, Kentico, Cision, Tessitura, Google Analytics and AdWords, STAR Ticketing, Wordpress and other platforms

Language: Fluent in French