

Maggie Montalto

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Education

Rutgers University Camden - College of Arts and Sciences, Honors College

- Bachelor of Arts in English and Digital Studies, minor in Communications

Marist College - School of Communication and the Arts

- Master of Arts in Integrated Marketing Communication

Experience

Rider University - Marketing Specialist (July 2021-Present)

- Writes, edits, and proofreads marketing materials such as emails and print advertisements
- Leverages analytics and sets benchmarks to evaluate marketing success
- Coordinates content workflows and scheduling of digital marketing campaigns
- Collaborates in the development and implementation of the University's brand strategy

DRAMA. - Podcast Editor (October 2019-August 2021)

- Edited 1 weekly episode for the up-and-coming pop culture and theater podcast
- Coordinated with hosts to make necessary cuts

Freelance - Press Assistant (June 2019-May 2021)

- Proofread press releases, Playbills, and other materials for Broadway and other performing arts related clients
- Composed press memos and confirmation notices
- Compiled and organized press links for distribution to producers

54 Below - Finance and Guest Relations Associate (August 2019-March 2020)

- Distributed daily reports
- Utilized Quickbooks for general bookkeeping and facilitating of performer payments
- Oversaw box office sales
- Maintained correspondence with patrons and answered general inquiries

STOMP - Trade Specialist (June 2019-July 2019)

- Inquired about trade with potential partners
- Negotiated trade agreements

Show-Score - Office Assistant (March 2019-August 2019)

- Collaborated with the operations manager to prepare materials for upcoming socials and events
- Retrieved and organized theater tickets
- Purchased and maintained the inventory of office supplies

BFV Management and 54 Below - Marketing Intern (September 2018-June 2019)

- Managed 54 Below's voucher program as well as third party ticketing and reporting
- Utilized Mailchimp to create and distribute emails
- Maintained 54 Below's social media channels to provide followers with accurate information about upcoming events
- Wrote, proofread, and distributed press releases

C2 Development Group - Social Media and Marketing Assistant (July 2018-September 2018)

- Publicized services to potential clients through promotional videos and images
- Created project outlines and organized data using Microsoft Office
- Wrote monthly blog posts on content relating to e-commerce

Ripple Effect Artists - Social Media Intern (July 2018-September 2018)

- Navigated Hootsuite in an efficient manner to manage and update 8 social media accounts
- Delivered educational information and relevant news to community members via social media channels

The Writing and Design Lab - Consultant (January 2017-May 2018)

- Assisted students with developing stronger writing skills
- Lead workshops teaching students how to use various resources such as Wordpress and Audacity software
- Collaborated with other consultants in order to formulate new practices to improve the lab and ensure student satisfaction

MunaLuchi Bridal - Editorial Intern (September 2017-May 2018)

- Wrote daily blog posts on content ranging from weddings, engagement sessions, styled shoots, and wedding inspiration
- Used Wordpress to style and publish pages for the magazine's blog
- Communicated with brides and wedding professionals to ensure their events are being portrayed accurately online and in the print medium

The Scarlet Review - Associate Editor (January 2016-May 2016)

- Edited 3 articles for content and format which were featured in the online literary magazine
- Supervised the authors' progress and communicated effectively between authors and staff in order to meet deadlines
- Developed skills encompassing basic knowledge of HTML to format and upload 5 articles

Theodysseyonline.com - Staff Writer (April 2016-January 2017)

- Wrote 1 weekly article on topics ranging from humor to pop culture for the New Jersey Influencers section
- Promoted articles on various social media platforms including Facebook, Twitter, and Instagram in order to optimize reader traffic

94.5 PST - Promotions Intern (May 2017-August 2017)

- Promoted events on social media sites such as Twitter and Facebook to guarantee listeners were aware of the radio station's events in their area
- Engaged with listeners on the phone and in person to inform them about upcoming contests and concerts
- Implemented problem solving techniques in order to ensure events ran smoothly and enhanced listener satisfaction

The Peer Review - Editing and Design Intern (January 2017-May 2017)

- Created an internal style guide for the online journal to be used during the editing process
- Designed components of the journal's updated website to make it more user friendly

The Encyclopedia of Greater Philadelphia - Independent Study (September 2017-December 2017)

- Reviewed 2 articles and checked accuracy of facts
- Obtained and wrote captions for 12 images which accompanied the articles on the website

Rutgers University Camden - Digital Studies Intern (January 2018-April 2018)

- Monitored the Digital Studies Lab
- Managed and updated social media accounts to deliver relevant information to faculty and students
- Created flyers using Adobe Indesign to advertise Digital Studies events on campus

Volunteer Experience

The Rutgers Camden Honors College Alumni Association - Social Media Chair (May 2018-March 2020)

- Designed promotional marketing materials such as flyers and social media graphics for events
- Participated in monthly meetings in order to develop new ways to enhance alumni engagement
- Aided in the planning of alumni events

Certifications

Hubspot

- Social Media Marketing Certification, issued February 2022

Hootsuite

- Social Marketing Certification, issued February 2022
- Hootsuite Platform Certification, issued February 2022