

Ariel Bianca Baise

Social Media Marketing Manager

Contact Information

Mobile: 1-225-456-1057

Email : abaise3@lsu.edu

arielbianca.com

Education

Bachelors of Arts, mass communication, public relations concentration

Minors in English and music

Fall 2017-Spring 2021

LSU in Greece

Spring Intersession 2019

Skills

Proficient In:

Microsoft Office Suite

WordPress

Blogging

Basecamp

Hootsuite

Pinterest

Adobe Illustrator

Creative Writing

Canva

Working Knowledge In:

Adobe Photoshop

Adobe InDesign

iMovie

Social Media Analytics

Search Engine Optimization (SEO)

Photography

Language

English (fluent)

Spanish (limited working)

Work Experience

1. Blogger

arielbianca.com & arielsuniversityguide.com — February 2019-

- Implement SEO strategy involving long-tail keywords for organic traffic WordPress websites
 - Design graphics using Adobe Creative Suite & Canva to promote blog posts on Pinterest
 - Manage a Pinterest account that cultivated 35k followers and reached 1.8M monthly views in June 2020
-

2. Marketing & Communications Student Worker

LSU Campus Life — October 2019-May 2020

- Developed social media campaigns that led to an increase of 500 followers in one semester
 - Collaborated with team using Basecamp & Hootsuite to satisfy the needs of clients' marketing requests
 - Wrote copy for social media content and press releases to promote our clients' events
-

3. Social Media Marketing Internship

LSU Museum of Art — August 2020-

- Create social media content and writes for LSU Museum of Art Store's Facebook page
 - Develop a content calendar to schedule and arrange posts for sales, holidays and museum events
-

4. Entertainment Reporter

LSU Reveille — August 2020-

- Pitch 3-4 story ideas to entertainment editor to be discussed at weekly budget meetings
 - Research community members to conduct interviews and write article drafts for publication
 - Write stories using SEO tactics which resulted in several stories landing on the first page of Google
-

Activities

Public Relations Student

Society of America (PRSSA)

National Association of Black

Journalists (NABJ)

Leadership LSU (LLSU)

Relevant Coursework

Media Writing, PR & Social Media Strategy, Multiculturalism & Media, Marketing, Social Media Analysis & Creation, Creative Writing, Digital Advertising Creative Strategies, PR Research