

BLAKE CASAROTTI

RICHMOND, VA

CONTACT

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ABOUT ME

I am a recent graduate of Virginia Tech with a degree in public relations and minors in marketing and event & experience management. I am interested in contributing to a team using my effective communication, relationship, creativity, and time management skills. I am always eager to learn!

EDUCATION

B.A. PUBLIC RELATIONS
VIRGINIA TECH
2020-2024

- Marketing minor
- Event & Experience Management minor
- Dean's List Fall 2020-Spring 2024

SKILLS

- Campaign Management
- Social Media and Website Management
- Customer Service
- Leadership
- Interpersonal Communication
- Critical Thinking

CERTIFICATIONS

- Certificate in Principles of Public Relations granted by the Universal Accreditation Board
- HubSpot Academy Email Marketing
- Cvent Student Certification

WORK EXPERIENCE

Techtronic Industries Summer 2023
Field Sales and Marketing Intern

- Established and maintained relationships in store to increase sales and brand presence
- Managed overall store year-to-date sales volume of \$1,536,247
- Planned and executed demonstrations and sales events
- Increased overall store sales comp by 1.63% which drove positive overall growth in sales through creative merchandising and in-aisle selling

Shamin Hotels Summer 2022
Social Media Marketing Intern

- Managed Instagram and Facebook accounts for 3 hotels and 3 restaurants using Agorapulse content management tool
- Created and edited Instagram Reels after capturing photo and video to grow presence and followers
- Corresponded with hotel and restaurant guests' inquiries on social media platforms
- Observed marketing and sales department meetings while learning about email marketing, social media insights, and copywriting

College of Liberal Arts and Human Sciences 2022 - 2024
Student Recruitment Ambassador

- Presented as part of the recruitment team at student panels and orientations of 250+ people
- Guided prospective Virginia Tech families and high school students during individual information sessions
- Executed admission yield calling to prospective students