

## Ariel Lipinski

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### SUMMARY

Versatile marketing professional with experience in live event promotion, digital strategy, and social media management across sports, music, and nonprofit sectors. Proven ability to drive engagement, boost ticket sales, and support high-impact campaigns through strong content development and cross-functional collaboration.

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### WORK EXPERIENCE

**Social Media Intern, Phoenix Suns** Oct 2024 – Present

- Maintained consistent social performance in the top quartile across 5+ core metrics, including engagement total, impression volume, and cross-channel growth.
- Boosted TikTok visibility with targeted short-form content, contributing to a top-10 TikTok audience growth ranking in multiple weeks throughout Q4 2024 and Q1 2025.
- Executed end-to-end content execution for 30+ live events and concerts, ensuring on-brand, timely coverage that helped maintain weekly engagement above 20,000+ on average.

**Marketing Intern – VIVA PHX Music Festival, Best Life Presents** Sep 2024 – Oct 2024

- Drove a 27% increase in ticket sales through the execution of targeted marketing campaigns, audience segmentation, and influencer collaborations.
- Managed VIVA PHX music festival's Instagram, boosting follower count by 16% and engagement by 18% through content creation and audience interaction.
- Collaborated with local vendors, small businesses, and creators to launch new promotional strategies, increasing event visibility by 12% and strengthening community partnerships.

**Social & Digital Marketing Intern, Scottsdale Arts** Jun 2024 – Oct 2024

- Developed and pitched a social media consolidation strategy as part of the rebranding initiative, increasing platform engagement by 11% within two months.
  - Conducted a digital audit and Hotjar website analysis, leading to UX changes that improved site navigation and increased page engagement by 14%.
  - Created and scheduled daily posts with custom graphics and copy, resulting in a 9% increase in follower growth across all channels.
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### EDUCATION

**Bachelor of Science in Marketing, Arizona State University** Aug 2023 – May 2025

- Graduating cum laude, May 2025

**Associate in Business, Chandler–Gilbert Community College** Aug 2020 – Aug 2023

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### ADDITIONAL INFORMATION

**Technical Skills:** Marketing Strategy, Social Media Management, Analytics & Reporting, Content Creation, SEO, Adobe Creative Suite

**Certifications:** Music Industry Essentials (NYU Clive Davis Institute x Billboard), Google Ads Search Certified, Google Analytics Certified

**Awards/Activities:** Internal Communications Assistant – Entertainment Business Association