

Jennifer Cabrera

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EDUCATION

Marist University—Marist Italy

B.S. in Global Marketing Communication | Minor in Graphic Design

GPA: 3.81/4.0 | Dean's List (All Semesters)

Poughkeepsie, NY and Florence, Italy

Expected Graduation: May 2026

PROFESSIONAL EXPERIENCE

Lymphoma Research Foundation

New York, NY

Marketing and Communications Intern

May 2025 - August 2025

- Develop a collegiate fundraising marketing strategy—design and launch a campaign webpage, conduct interviews, create a how-to guide, and promote across digital platforms
- Earn Google Analytics and HubSpot certifications to run blog performance and competitor analysis reports
- Collaborate with the Director of External Communications to publish press releases via Cision, expanding media outreach
- Help evolve and maintain brand identity by designing visual assets, updating re-brand materials, and ensuring consistency

Marist Italy

Florence, Italy

Creative Director of Mporio Merchandise

September 2024 - Present

- Created and led the Fall 2024 marketing campaign Hot Off the Press, increasing sales by 140% from Spring 2024
- Designed three products for the new collection using market research, including best-selling item
- Manage Shopify e-commerce website—increased user sessions by 154% from Spring 2024
- Initiated and managed first-ever pop-up shop, driving awareness and in-person sales growth

Marist Italy

Florence, Italy

Social Media

September 2024 - Present

- Create and post graphics, photos, videos, and write copy for Marist Instagram to over 44,000 followers
- Analyze engagement metrics to optimize content strategy and increase interaction
- Develop and follow content calendars to plan and schedule posts

Marist Italy

Florence, Italy

Ambassador and Office Assistant

September 2024 - Present

- Promote Marist Italy through supporting operations and events
- Manage reception desk—assist and greet all students, staff, and guests, route calls
- Logged student entry and exit to maintain residence hall security

Jefferson's Ferry Senior Living

Stony Brook, NY

Server, Bartender, Host, Cashier, Cook

August 2022 - Present

- Prepare and serve food and beverages while delivering an excellent customer service experience to 140 residents
- Operate cash register and maintain food safety standards by completing sanitation reports

Tillys, Inc.

Lake Grove, NY

Sales Associate

March 2022 - August 2022

- Sold merchandise by promoting sales, assisting customers, and creating product displays—consistently met or exceeded daily sales quota
- Managed register—processed transactions and enrolled customers in rewards programs

LEADERSHIP EXPERIENCE

Soap! Periodica Art and Literary Magazine

Florence, Italy

Marketer, Designer

January 2025 - Present

- Lead marketing and design initiatives within a team for a student-run art and literary magazine
- Develop promotional materials, design layout, create Instagram content, and organize community events
- Assist in curating submissions to maintain aesthetic consistency

Marist Theatre

Poughkeepsie, NY

Managing Director of Club Marketing and Show Publicity

May 2023 - January 2024

- Developed and executed a cohesive marketing strategy for the 2023–2024 season
- Managed social media accounts (Instagram, TikTok)
- Created marketing campaigns for six productions as Publicity Representative

Marist Theatre

Poughkeepsie, NY

Chairperson of Box and House

December 2022 - May 2023

- Managed online ticketing platform and maintained records of all sales transactions
- Oversaw front-of-house operations, ensuring smooth guest entry and event coordination
- Accurately processed cash and credit card transactions

SKILLS & INTERESTS

Hard Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), HTML, Tailwind CSS, Canva, Microsoft Office, Google Suite, Shopify, Social Media (Instagram, TikTok, X), Photography, Videography

Soft Skills: Communication, problem solving, teamwork, creativity, adaptability, and time management

Interests: Marketing, graphic design, fashion, art, music, literature, and performance