

ANNABELLA VOLPE

Coventry, RI · Relocating to New York, NY · (401) 391-0378 · avolpe7@fordham.edu · [LinkedIn](#) · [Portfolio](#)

SUMMARY

Early-career marketing and communications professional with experience in social media, content, influencer marketing, events, and research, as well as four summers in hospitality and college brand ambassador experience. Skilled in project coordination, stakeholder communication, audience engagement, and performance tracking.

EDUCATION

Fordham University, Bronx, NY
2026

Aug 2022 – May

Bachelor of Arts, Political Science · Marketing Minor

GPA: 3.72/4.0 · Magna Cum Laude · Dean's List, 4x · CIEE Florence Study Abroad, Fall 2024

Relevant Coursework: Consumer Behavior · Branding Strategy · Digital Marketing · Fashion Retail Management

CERTIFICATIONS

Google Analytics Certification, Aug 2026 · ANA Marketing Student Certification, Apr 2026

MARKETING & COMMUNICATIONS EXPERIENCE

Keller Williams Leading Edge Real Estate, *Growth Marketing Assistant*, Smithfield, RI Feb 2026 – Aug 2026

- Delivered 3+ weekly email, social, video, and promotional initiatives, managing project documentation, stakeholder communication, timelines, and deadlines through execution.
- Researched TikTok, Instagram, competitors, and audience trends, translating insights into content ideas and collaborating with the Director of Growth and an external videographer on execution.
- Monitored Instagram Insights and optimized content based on performance, increasing select posts from 10–15 to 2,000+ views and contributing to 7 agent recruits in 2 months.

Lake Taco, *Server & Marketing Support*, Coventry, RI

May 2025 – Aug 2025

- Served 100+ guests per shift while managing orders, payments, food service, hosting, and dining-room upkeep, collaborating across the team to deliver efficient, high-quality customer service in a fast paced environment.
- Brainstormed and helped execute TikTok content, appearing in promotional videos reaching 8K+ views and supporting a Tara Lynn influencer collaboration that generated 36K+ likes.
- Supported promotional events, including a Love Island watch event, through concept development, décor, themed offerings, and social promotion to drive guest engagement.

Fordham Political Review, *Staff Writer*, Bronx, NY

Jan 2025 – Dec 2025

- Researched, wrote, and edited three published articles on political, social, and human rights topics, delivering audience-focused stories through editorial review and deadlines.
- Synthesized complex research and current events into accessible narratives, translating detailed information into clear, audience-focused stories.

OPERATIONS & COORDINATION EXPERIENCE

Fordham University Department of Transportation, *Clerical Office Worker*, Bronx, NY Dec 2025 – May 2026

- Coordinated schedules, records, and stakeholder communication for transportation operations serving 7,000+ weekly riders.
- Cross-checked reports and maintained Google Sheets and Drive records, supporting accurate documentation, meeting follow-ups, and daily operations.
- Secured replacement drivers on short notice and communicated schedule changes across stakeholders, preventing disruptions to scheduled service.

SELECTED CAMPAIGN & RESEARCH PROJECTS

Campaign Strategy Portfolio

2026

- Developed integrated Ralph Lauren and Circus NY campaigns across social, creator partnerships, PR, experiential, email, and audience strategy.

American Politics Capstone Research, Fordham University

2026

- Conducted five original interviews and secondary research on shifts in young men's political attitudes from 2020–2024, synthesizing findings into a 28-page report and presentation to 35 peers.

SKILLS & TOOLS

Marketing & Communications: Campaign Coordination, Content Development, Influencer Marketing, Event Coordination, Writing, Audience Research, Brand Messaging, Stakeholder Communication, Analytics & Reporting

Tools: Microsoft Excel, Word, PowerPoint, Google Workspace, Canva, Adobe Premiere Pro, CapCut, Google Analytics 4