

Tiziana Villavicencio

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New York, NY | Leonia, NJ

EDUCATION

Fordham University, Gabelli School of Business

Bachelor of Science, Marketing

GPA: 3.5/4.0

Bronx, New York

Expected May 2028

Marketing Scholars Candidate: One of 50 students selected for career development program providing unique, high-profile opportunities to advance marketing careers through exposure to industry-leading professionals

Activities: *Global Transition Assistant* | *Global Outreach - Director's Advisory Board, Marketing Committee* | *Gabelli Diversity, Equity, and Inclusion Board - Marketing Board Committee Member*

EXPERIENCE

El Grito Club

Social Media Coordinator + Public Relations Liaison

Bronx, New York

Aug. 2024 - Present

- Plan and execute the social media strategy for the club's *Instagram* and *TikTok* accounts; posted 5 TikToks in first month amassing 5K total views, cross-posted to Reels for 16K additional views, showcasing programming and driving engagement
- Leverage *Canva* to design digital assets aligned with club programming and utilize analytic tools to optimize campaign strategies for a club celebrating and promoting Hispanic culture: Execute club merchandise and food orders

Fordham Gabelli School of Business Consulting Cup Challenge

Team Member

New York, New York

Sept. 2025 - Dec. 2025

- Completed comprehensive financial, operational, and marketing benchmarking and competitive analysis in order to identify business challenges facing *Electronic Arts* as part of a semester-long consulting project
- Developed an *Internal Creative Incubator Program*, an internal incubator providing employee with a creative space to ideate new game concepts, addressing employee satisfaction and declining game performance
- Pitched the idea to a panel of experts using a 34-page *PowerPoint* deck, created using visual design applications and media

strawberryzskies LLC

Social Media Manager

New York, New York

Feb. 2025 - July 2025

- Supported the social media strategy of a socially-responsible female owned brand that sells items that merges art, emotion and impact through an e-commerce storefront and "pays it forward" by donating a portion of proceeds to mental health causes
- Leveraged large language model tools to generate a list of collaboration partners in the mental health and education space, conducted email and phone outreach campaigns to secure paid speaking events and tracked results in an *Excel* database
- Used *CapCut* to produce and edit 15 *Instagram Reels* enhancing brand engagement and visibility

Fordham University - Global Outreach

GO! El Salvador Immersion Program Participant

El Salvador | Bronx, New York

Nov. 2024 - March 2025

- Attended weekly meetings to implement a fund-raising strategy for a one-week cultural immersion and service trip to El Salvador; Liaised with CRISPAZ - *Christians For Peace In El Salvador* to explore and engage with local community members

Fordham Gabelli School of Business Ground Floor

Team Member

New York, New York

Sept. 2024 - Dec. 2024

- Worked as part of a team to conduct market research to identify an unmet need, develop a comprehensive integrated business plan for a new business, *Grow Shoe*, a sustainable children's shoe that grows with the child's foot to help reduce waste and provide cost savings for families; Created a 22-page *PowerPoint* deck and pitched the business plan to a panel of experts

SOW - Sustain Our World

Marketing Intern

Cresskill, New Jersey

Sept. 2023 - April 2024

- Assisted start-up founders with pre-launch strategies: organized samples for photo-shoots and brainstormed on branding assets for an e-commerce store front that sells sustainable children's clothing

Visions Federal Credit Union

Member Service Representative - Dumont Branch

Leonia, New Jersey

June 2023 - Aug. 2023

- Leveraged *Symitar Episys* platform to perform a high volume of customer transactions; balanced cash drawer at the end of shift and followed all bank accounting and security procedures

Leonia High School Branch - Student Ambassador

Sept. 2022 - June 2024

- Created two *Tik Tok* videos promoting *Visions Federal Credit Union* and financial well-being, receiving 8K+ views
- Leveraged *Canva* to create a flyer promoting *Zogo Financial Literacy App* to students

Ramapo College

The Class of COVID-19: Unmasked Book

Ramapo, New Jersey

Aug. 2022

- Wrote a memoir profiling my personal experience as a member of *The Class of COVID-19*, the group of high school students impacted by the COVID-19 pandemic; selected by *Ramapo College* for inclusion in an *Amazon* published book, *Ramapo College book, The Class of COVID-19: Unmasked*, a collection of stories from 48 students across the state of New Jersey

SKILLS, LANGUAGES, AND INTERESTS

Skills: Microsoft Suite, Google Suite, Social Media Content Creation (Instagram, TikTok), Canva, CapCut

Language: English (native) and Spanish (fluent)

Interests: Travel and Cultural Immersion, Community-Based Volunteering (Project Smile, The Apostles House)