

ARIELLE ADENS

571-659-8368

arielle.adens@gmail.com

www.linkedin.com/in/arielle-adens

EXPERIENCE

MARKETING & EVENTS ASSISTANT

VCU Business Career Center | 2022-Present

- **Innovate** | Design and steer creative direction of digital and print materials with constant A/B testing.
- **Curate** | Publish an average of 3 content pieces per week and spearhead the creation of a series of student resource infographics ensuring optimal editorial design
- **Efficient** | Produced optimized biannual career fair coordination for 85+ companies and 350+ students, ensuring seamless engagement across two dynamic days through integrated task tracking, administrative support, and IT logistics while also crafting promotional materials.

SOCIAL MEDIA INTERN

CODEVA | 2022-2024

- **Strategy** | Collaborated with the communication team to create and publish 20 monthly content pieces, enhancing branding, copywriting, and overall marketing messaging.
- **Content Creation** | Produce employee-focused interview series
- **Analytics** | Produce weekly and monthly Hootsuite analytics reports, assessing and presenting campaign effectiveness and key insights regularly.

DIGITAL STRATEGY & ENGAGEMENT INTERN

VCU Office of Development and Alumni Relations | 2020-2021

- **Brand Architecture** | Developed the brand playbook including authoring brand personality & voice guidelines, co-authoring strategic pillars, segmentation personas.
- **Trend Analysis** | Drafted and maintained social media best practices for all social platforms to communicate key information to support and teach others new processes and trends.

TALENT AND MARKETING COORDINATOR

GenesisLevel Modeling Agency | 2018-2019

- **MediaKit** | Created and maintained digital press kits for the models and brand to distribute for media relations.
- **Cultural Analysis** | Conducted in-depth competitor research, crafting comprehensive analyses, and gathered consumer insights through social listening.
- **Segmentation** | Learn upcoming trends regarding models, fashion, and photography. Presented key insights using Mood Boards during weekly meetings.

SKILLS/TOOLKIT

Content Planning

Research Synthesis

Deck narrative & design

User Journey Mapping

Canva

Simmons & Talkwalker

Design Thinking

Brand & Social Strategy

Brand Essence Videos

Creative Briefing

Final Cut Pro X

Ethnographies

EDUCATION

VCU BRANDCENTER

M.S, Business - Branding/Strategy

- Won live pitch for "WORN" sock brand
- 2x project/pitch winner named amongst peer

VIRGINIA COMMONWEALTH UNIVERSITY

M.S - Business - Global Marketing Management

- Won live pitch for new business/product pitch

OLD DOMINION UNIVERSITY

B.S - Fashion Merchandise, Minor in Marketing

- Won 1st in marketing/branding competition for a local 3d printing start up company
- Recognized and recommended to submit my research to the "The Clothing and Textile Research Journal"

MEMBERSHIP

RICHMOND AD CLUB