

# ROXANNA REAVES

## contact

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## Education

**Stanford University**, Palo Alto, CA

2012-2016

Bachelor of Arts in Communication

Concentration in Digital Media Literacy

## Experience

**Zesty, Marketing Coordinator/Accounts Associate**

Nov 2015-Present

The brain behind Zesty's brand voice and brand awareness: Drove end-to-end execution of email marketing and social media campaigns, including concept, planning, segmentation, execution and results analysis; Developed and designed strategic marketing, communication, and promotional materials; Planned and coordinated all offline marketing events in all markets; Managed sales inquiries, providing timely and professional email or phone correspondence; Strategized referral initiatives to delight new customers

**Publicity Manager, Stanford Sexual Health Peer Resource Center**

2012-2016

Handled all content-creation and public email communication as the most visible representative of the organization; Generated campus-wide awareness for center services

**Zomato, Marketing Intern**

Summer 2015

Monitored key activity and business trends within Bay Area's top food influencers; Identified targets for lead generation and marketing segmentation; Developed and optimized data collection strategies to map unique San Francisco culinary landscape

**HealthPro Brands, FitOrganic Marketing/Sales Internship**

Summer 2014

Created a social media and consumer outreach program; Implemented in-store retail marketing strategy; Helped create buyer personas and identify key target demographics to strategize best practices for outside sales; Worked directly with CEO

**Pulse Magazine, Life Hacks/Food & Beauty Author**

2014-2016

Wrote creative blog-style articles for a website targeted at college undergraduates; Explored the topics of fashion, dating, and feminine lifestyle with a focus on student lifestyle and local bay area culture

**DateMySchool, Campus Ambassador**

2012-2013

Advertised website to diverse campus audience using promotional materials; Utilized Facebook, Twitter, and email listservs; Managed DMS Stanford Instagram account

## Leadership & Activities

**Pi Beta Phi Fraternity, Formal Chair**

2012-Present

Organizing the location, attendance, atmosphere, and logistics of 400+ people quarterly events; Responsibly planning and allocating funds to stay within tight financial budget

**Palos Verdes Point Newspaper, Editor-in-Chief**

2009-2012

Reviewed and edited section articles prior to publish; Designed a monthly two-page insert for the opinion and entertainment sections using Adobe InDesign and Photoshop

**Stanford Political Science Research College, Research Assistant**

Summer 2013

Conducted extensive research on Social Psychology and Rumor-mongering, Helped conduct an in-depth analysis of Middle East authoritarian political structure

## Computer Skills

Salesforce CRM, Canva Graphic Design, Wordpress, Google Suite, Google Analytics, Excel, Publisher, Word, Adobe Indesign, Photoshop, Basic HTML,  
Strong knowledge of all social channels including Instagram, Facebook, & Twitter