

Elishia T. Ortiz

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CAREER SKILLS PROFILE

Marketing and public relations professional who is a self-starter, driven and capable of effectively functioning with minimum supervision. Known for taking initiative and skilled at meeting challenges and deadlines. A team player who is attentive to detail and produces quality results **seeking a full time position**

EDUCATION

Rochester Institute of Technology — Rochester, NY

Bachelor in Science in Business Administration, expected August 2013

Major: New Media Marketing *Minors:* Public Relations

Cumulative GPA: 3.5/4.0, Member of the National Society of Collegiate Scholars, Deans List

Arcadia University — Barcelona, Spain

Spain Study Abroad, July 2011 to August 2011

Successfully completed coursework in Spanish language, culture and photography

Young Entrepreneurs Academy — Rochester, NY

Business Program at SUNY Geneseo, September 2008 to June 2009

Brainstormed business ideas, wrote and pitched business plan to potential investors, obtained funding, and eventually launched my own business – Young&Fit Forever

PROFESSIONAL EXPERIENCE

LEADERSHIP INSTITUTE & COMMUNITY SERVICE CENTER, RIT — Rochester, NY

Service Leader, September 2012 to Present

- Organize and plan service projects
- Attend social change workshops
- Responsible for assisting in leading service projects

JOHNSON&JOHNSON, NEUTROGENA — Los Angeles, CA

Project Management, November 2011 to April 2012

- Developed an on-going expiry extension process and conducted a training on it
- Wrote a co-op manual to ensure the new co-op's have a more efficient on-boarding process
- Collected, analyzed and presented monthly metrics to review organizational efficiency
- Collaborated cross functionally with key stakeholders to manage project timelines

E. PHILIP SAUNDERS COLLEGE OF BUSINESS, RIT — Rochester, NY

Marketing Assistant, February 2011 to November 2011

- Managed the alumni relations Facebook, Twitter, and LinkedIn accounts
- Assisted in the planning and execution of events
- Developed content for inclusion in the monthly alumni newsletter and the social media sites

YOUNG&FIT FOREVER — Rochester, NY

CEO and President, August 2009 to September 2011

- Producer and fitness instructor of Young&Fit DVD
- Planned and coordinated promotional events at Roseland Water park in Canandaigua
- Facilitated children's workout classes at local dance studios
- Sold DVD's to the retailer Wegmans (Regional mid-Atlantic supermarket featured in Fortunes 100 best companies to work for in 2010).

ENTRE COMPUTER SERVICES — Rochester, NY**Social Media Consulting Intern**, July 2011

- Developed a social media marketing strategic plan to improve the company's social media
- Proposed improvements to the company's search engine optimization

THE PROVINCE — Rochester, NY**Leasing Consultant**, August 2009 to September 2011

- Managed entire sales process by demonstrating strong sales skills and maintaining customer satisfaction
- Planned monthly promotional events and managed the company social media sites
- Organized budget for catering, and tent vendors for grand opening event
- Handled incoming calls effectively and followed-up with potential customers to enhance occupancy

DIXON SCHWABL — Rochester, NY**Public Relations Intern**, September 2010 to November 2010

- Managed and posted relevant information on client Twitter accounts
- Wrote press releases, media pitches, and a TV show segment
- Conducted market research and attended meetings with clients
- Contacted the media, participated with events and worked closely with the Dixon Schwabl staff. (Voted #1 best small company to work for in America 3 years in a row)

ROCHESTER FASHION WEEK — Rochester, NY**Public Relations Intern**, November 2010 to February 2010

- Wrote proposals and press releases
- Created the business blog and updated it weekly along with Facebook
- Participated in casting calls to find new talented models

REDBOOK MAGAZINE — Rochester, NY**Marketing and Sales Intern**, June 2010 to August 2010

- Maintained databases such as client contacts, complimentary subscriptions, and monthly editorial credits
- Managed the client's ads in the magazine and provided sweepstakes fulfillment

SOCIAL MEDIA & COMPUTER SKILLS

Social Media Management: Facebook, LinkedIn, YouTube, StumbleUpon, Twitter, Pinterest, Wordpress, & Blogger

Other: Adobe Photoshop, Adobe Bridge, Microsoft Office Suite (Word, Excel, PPT, Outlook) & Komodo Edit

LEADERSHIP EXPERIENCE AND STUDENT ORGANIZATIONS

RIT WOMEN IN BUSINESS — President 2012-2013

LEADERSHAPE — Leadership camp that enables college students to lead with integrity Summer 2012

RIT WOMEN IN BUSINESS — Vice President of Social Events 2011-2012

RIT LOWENTHAL SERVICE GROUP — Vice President of Community Service 2011-2012

AWARDS

2012-2013 Altier & Sons Scholarship – The award recognizes a student's academic achievement as well as their participation in college and/or community activities

2009 Rochester Women's Council Young Women of Distinction award - Given to women who exemplify the qualities of leadership, community involvement and academics.

2009 Teen Recognition Award - Awarded for making a change in the community and providing many hours of community service.

2009 USA DanceSport Ballroom Competition Winner and Nationals Winner