

GENNADEANA DELLISOLA

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EDUCATION

UNIVERSITY OF LOUISVILLE

August 2022 – May 2024

BRIDGEWATER STATE UNIVERSITY

August 2020 – May 2022

B.S. Psychology, Minor in Marketing

Dean's List; Magna Cum Laude

GPA: 3.875

EXPERIENCE

National Cheerleading Association (NCA)

Speed Camps Staffer, Content Creator

May 2022 – Present

- Educate children and teens from elementary through collegiate levels on fundamental stunting and tumbling techniques through effective demonstration and collaboration with fellow staff members, fostering skill development and improvement.
- Orchestrate nationwide camps for multiple teams across the United States, liaising with coaches, devising schedules, leading classes, and demonstrating elite skills.
- Create a supportive community environment among campers from different teams and schools to enforce safety and camaraderie.
- Conceptualize, orchestrate, and film engaging and trendy content for the company's social media accounts.

Good Molecules

Campus Ambassador

January 2024 – April 2024

- Managed distribution of skincare products to students on campus and within the local community, significantly enhancing brand awareness and perceived consumer value.
- Organized product giveaways via Instagram to deepen consumer appreciation, stimulate interest, and boost engagement.
- Produced and edited video content to leverage current Internet trends and effectively promote the brand's products on TikTok.
- Contributed to guest talks and participated in Microsoft Excel training sessions, demonstrating strong communication skills and proficiency in data analysis tools.
- Engaged in collaborative research projects focused on topics including presentation fundamentals and objective-setting, encouraging teamwork and advancing knowledge.

Sun Tan City

Social Media Marketing Intern

January 2023 – April 2023

- Strategized and implemented various feed, reels, and story posts across Facebook, Instagram, and TikTok, incorporating compelling copywriting using Sprout to emphasize company updates and promotions.
- Supported media planning by researching trending content ideas and drafting briefs that outlined objectives and deliverables.
- Orchestrated giveaways and marketing campaigns across social media platforms to enhance brand presence and engagement, resulting in over a 300% increase in net growth and a 70% increase in engagement on TikTok from a singular campaign.
- Identified and evaluated potential influencer candidates that align with brand values and goals.
- Conducted comprehensive data collection and analysis to generate KPI reports and measure ROI, optimizing marketing strategies and informing decision-making processes.

Onyx Beauty

Social Media Marketing, Content Creator

September 2022 – March 2023

- Conceptualized, filmed, and edited engaging video content for Instagram Reels and TikTok in order to increase brand awareness.
- Established and managed brand accounts on key social media platforms including Instagram, TikTok, and email.
- Designed social media graphics using CapCut, Adobe Photoshop, and Canva to increase user interaction and enhance brand visibility among the target audience.

LEADERSHIP | CAMPUS ACTIVITIES

Postgame | Student-Athlete Ambassador

March 2023

- Created video and photographic content showcasing prominent brands such as Adidas, Gillette, and HEYDUDE on Instagram and TikTok, resulting in commission earnings and elevated brand recognition.

Fellowship of Christian Athletes (FCA) | Member

August 2022 – April 2024

University of Louisville Cheerleading Team | Member

May 2022 – August 2024

Bridgewater State University Cheerleading Team | Member & Club Sports Officer

August 2020 – April 2022

CERTIFICATIONS & SKILLS

- Microsoft Office Specialist (MOS) Certified, Google Analytics Certified, USA Cheer Safety & Risk Management Certified, NFHS/CDC Heads Up Concussion Certified, Intermediate Spanish
- Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Microsoft Access, Adobe Lightroom, Adobe Photoshop, Adobe Dreamweaver, Google Platforms, Canva, CapCut, Sprout