FAINA GORDOVER

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EDUCATION

BA, Television and Radio, Brooklyn College, CUNY, Brooklyn, NY – expected date of graduation Spring 2017

- Edward Spielman Scholarship for academic excellence; GPA: 3.8

EXPERIENCE

COOP (cooperate.nyc), New York, NY August 2016 – Present

Digital Marketing Apprentice

- COOP is a nonprofit organization connecting motivated CUNY grads to meaningful careers. In turn, we introduce great companies to excellent candidates from diverse local communities.
- Developing digital marketing skills - including SEO, Google AdWords, and Facebook Ads, plus Excel, PowerPoint, and Google analytics – through 200+ hours of hands-on workshops

Lincoln Center, New York, NY September 2016 – Present

Social Media Intern

- Monitor social media metrics such as user engagement across Lincoln Center's social media platforms and engage with users to improve interactivity between organization and patrons.
- Create dynamic content for social media campaigns such as "Think like an Artist" and large-scale Lincoln Center festivals such as *Great Performers*.
- Pull press clips regarding Lincoln Center from various print publications and process them into Presto for editorial use.
- Update media contacts on Vocus and Exact Target; monitor contact and subscriber information.

The Magner Career Center, Brooklyn, NY August 2015 - Present

Social Media/Communications Intern

- Produce and edit promotional video content using Adobe Premiere Pro.
- Develop and manage social media campaigns that creatively convey the Magner Career Center brand and vision.
- Coordinate photo shoots and promotional video material with recruiters and campus departments seeking student employees.

The Julianna Forlano Show, Brooklyn, NY 2014 - 2015

Segment Producer/Production Assistant

- Researched and edited news stories from different news sources to develop content for daily show; content created was short radio news bites.
- Screened more than five phone calls daily to place listeners on the air during the one-hour show.
- Booked guests weekly and scheduled via Google application.
- Scheduled social media posts via Hootsuite and promoted guests through various social media outlets including Facebook and Twitter.

Brooklyn College Excelsior, Brooklyn, NY
2012 - 2014

Layout Editor

- Wrote and self-promoted most viewed article on The Excelsior website: "Love Story in the Library," which currently boasts more than 6,000 views.
- Designed 12 page weekly newspapers in full-color or grayscale using InDesign and Photoshop.
- Promoted newspaper through social media and served as representative on campus.

SKILLS

- Fluent in Russian
- Proficient in Adobe InDesign, Adobe Photoshop, and Adobe Illustrator
- Intermediate in Adobe Premiere Pro
- Certifications (expected by December 2016): Google Analytics, Facebook Blueprint
- Proficient in Google Sheets