

DEANNA DEROSA

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SKILLS

- Performs well in fast pace environments
 - Detail-oriented
 - Fast learner
 - Motivated and eager to learn
 - Creative and innovative
 - Strong work ethic
 - Strong oral and written communication skills
 - Organized multi-tasker
 - Professional and dependable
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EDUCATION

University of South Florida – Tampa, FL
Marketing major and International Business minor, graduate on May 5, 2012

Santa Fe College – Gainesville, FL
A.A. Degree in Business Administration, 2009

Largo High School – Largo, FL
21st Century Learning and Arts Magnet Program, 2007

PROFESSIONAL EXPERIENCE

Collegiate Risk Management Web Content and Community Manager, 2011-Present

- Does online marketing for Collegiate Risk Management and the owner's success coaching company, Success Against the Odds
- Manage blog and social media communities
- Create and examine email marketing campaigns
- Implement SEO marketing strategies
- Analyze website analytics and social media insights
- Assist in media outreach, creating press kits and press release distribution
- Assist in product development

Ann Taylor LOFT Sales Associate, 2010-Present

- Provide customer service and attain sales
- Handle merchandise, shipment, visual displays and other various tasks

Fashion Week Tampa Bay Event Committee Member, 2009-2012

- Help plan and coordinate the weeklong event
- Provide front-of-house support during runway shows and onsite support during official FWTB events
- Handle the blog and social media communities
- Outreach to local businesses, sponsors and media
- Liaison and point of contact for the boutique vendor area

Perry Roofing Contractors Marketing Assistant, 2007-2008

- Assisted the marketing department with administrative work and marketing campaigns
- Handled and analyzed the Customer Relationship Management database

AGR Group Customer Service Representative, 2006-2007

- Provided customer service and registered people into their utility company's Energy Choice Program
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ACTIVITIES

AMA Member USF Chapter 2010-2012 PEO Scholarship Award 2007 Doorways Scholarship Award 2004
