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About

My career aspiration is to combine my creative interests, my consumer insights, and my working experience to become a hybrid account planner and a valuable liaison between consumer and agency in the world of social and digital media.

Work

Influenster • influential marketing agency in New York, NY

Program Coordinator • May 2012 - Present

- Assisted in account management, including tracking and compiling reports for clients such as Dr. Scholl's, Aveeno, Sally Hansen, Chapstick, and SOYJOY
- Responsible for researching new leads and providing competitive research
- Supported the market research team to further improve product results for clients
- Liaison between market research, sales, social media, and production
- Handled customer service, including responding to emails and phone calls

Social Media Marketing Intern • February 2012 - May 2012

- Clients included Palmolive, Gillette-Venus, Stash Tea, and Ghirardelli
- Managed content on multiple social platforms like Facebook, Twitter, Tumblr
- Responsible for researching new leads and providing competitive research
- Handled customer service, including responding to emails and phone calls

Martino Flynn LLC • full-service marketing & advertising agency in Rochester, NY

Account Executive Intern • September 2011 - November 2011

- Supported the Account Executive team on multiple projects for agency initiatives, clients included Oxy, Absorbine, and Monroe Community College
- Provided competitive analysis and strategic thinking for Bausch and Lomb
- Strategically planned new initiatives, for Metro Mattress, including a commercial
- Assisted in, and took notes, for a brainstorm of a new MetLife campaign
- Effectively conceptualized and managed scheduling, timelines, and content for an intern team on a digital project
- Responsible for researching and writing request for proposals
- Provided with opportunities for client exposure; participated in client briefing meetings, creative presentations, and brainstorm sessions

Temblor Creative Group • marketing & communications agency in Manchester, VT

Graphic Designer and Social Media Manager • January 2011 - May 2011

- Managed social media clients to expand relationships and gain more clients
- Attended and participated in numerous ROI events including webinars
- Planned and designed rebranding work for local and international clients

Art Production Assistant and Social Media Manager • Oct 2010 - January 2011

- Assisted in print production, including a 68 page catalogue
- Implemented a knowledge of social media, keeping the company up to date

Skills

Marketing

Thorough researcher, strong communicator, deadline oriented, insightful

Creative

Big, conceptual ideas for advertising and branding, an eye for details, tenacious

Technical

Microsoft Office, Adobe CS5, Twitter, Facebook, Tumblr, Pinterest, Spanish, French

Education

Rochester Institute of Technology

BFA in graphic design, minor in advertising and public relations