

**MYA
PFEIFER**

CONTACT

(847) 922-7541

MNPFEIFE@SYR.EDU

MYAPFEIFER.COM

EXPERIENCE

DIGITAL MARKETING COORDINATOR

LERNER CENTER FOR PUBLIC HEALTH PROMOTION | JAN 2022 - PRESENT

- Manage and generate content for Healthy Monday Syracuse and Lerner Center platforms (Facebook, Instagram, Twitter)
- Create content calendars
- Construct monthly social media analytics reports
- Create and send weekly Healthy Monday newsletter to 5000+ recipients

DIGITAL MARKETING INTERN

PERLU | JAN 2021 - PRESENT

- Manage and generate content for company social media pages
- Provide customer support to platform users
- Perform inventories
- Research for campaigns
- Assist in the development of new marketing plans/strategies for a variety of clients

EXECUTIVE DIRECTOR

OTTOTHON | MAR 2021 - APRIL 2022

- Direct a team of 100+ students in planning and executing Syracuse University's largest philanthropy involving over 1,000 participants, 40 community members, 25 sponsors, and over 3,000 donors
- Represent the organization to all internal and external stakeholders including Upstate Golisano Children's Hospital, Children's Miracle Network, Syracuse University, and all corporate partners

EXTERNAL COMMUNICATIONS DIRECTOR

OTTOTHON | NOV 2019 - MAR 2021

- Managed an external communications team of three executive board chairs
- Created and execute external communications plan
- Edited and approve content for social channels
- Oversaw marketing and communications initiatives for largest student-run philanthropy at SU benefiting Upstate Golisano Children's Hospital

PUBLIC RELATIONS CHAIR

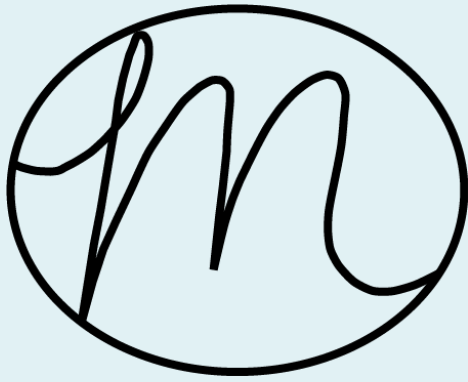
OTTOTHON | JAN 2019 - NOV 2019

- Managed social media channels for largest student-run philanthropy at Syracuse University
- Analyzed data to optimize social media activity
- Connected with on-campus publications for media coverage
- Designed graphics for social media

GRAPHIC DESIGNER

HILL COMMUNICATIONS | AUG 2020 - DEC 2020

- Designed graphics for Acropolis Reality Group social media
- Created deliverables for Acropolis Reality Group (ex. holiday card)



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EDUCATION

BACHELOR OF ARTS, MAJOR IN PUBLIC RELATIONS
SYRACUSE UNIVERSITY | 2018 - 2022
GPA: 3.66

SKILLS

- Social media management
- Public relations writing
- Data analysis
- Graphic design
- Video editing
- Fundraising
- Leadership

CERTIFICATIONS

SOCIAL MEDIA
HUBSPOT
JAN 2020 - FEB 2022