

# Maria Rifiotis

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## KEY SKILLS

Adaptability, decision making, written communication, social media, AP- style writing, Adobe Creative Cloud programs (Illustrator, InDesign, Photoshop and After Effects), digital marketing, creative writing

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## LANGUAGES

Portuguese, native | Greek, fluent | English, fluent | Spanish, limited working proficiency

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## EDUCATION

**Michigan State University | James Madison College | East Lansing, MI**

Bachelor of Arts in International Relations, minors in Public Relations and Graphic Design

May 2021

Dean's List Fall 2020

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## PROFESSIONAL EXPERIENCE

**Lansing Economic Area Partnership (LEAP) | Lansing, MI**

**Marketing & Communications Intern**

February 2021- Present

- Research international marketing regulations and their effects on foreign business attraction to the Lansing Area, to inform LEAP's economic development plan and communication practices
- Create a comprehensive marketing content calendar for the Marketing and Communications department on a variety of channels including social media platforms (Facebook, LinkedIn, Twitter, Instagram), editorial/press content, blogs and videos series, and podcasts

**Michigan State University Human Resources (MSU HR) | East Lansing, MI**

**Communications & Marketing Intern**

January 2021- Present

- Market the MSU HR department to the university community
- Assist with marketing communication plans, prepare blog and newsletter articles to an audience of over 12,000 MSU employees
- Design graphics for communication and marketing pieces using Adobe Creative Cloud software including Illustrator, Photoshop and InDesign
- Update website pages using WordPress and social media platforms (Facebook and Twitter)

**Associated Students of Michigan State University (ASMSU) | East Lansing, MI**

**Public Relations Coordinator**

May 2019- May 2020

- Managed ASMSU's public image and fostered relationships with the media to generate positive visibility opportunities
- Responsible for writing press releases, statements and media advisories
- Collaborated with MSU Communications department to develop affluent crisis management strategy and response while managing press requests.
- Developed organization-wide PR guidelines for brand management and trademark policies
- Coordinated Facebook, Instagram and Twitter platforms for increase in social media engagement using marketing strategy tools, and responsible for increasing Instagram followers by 34% in 3 months
- Created social media playbook to strategize student outreach by the marketing department
- Redesigned ASMSU's website to improve students' online brand experience

**The American University of Rome (AUR) | Rome, Italy and Cannes, France**

**Study Abroad for Advertising and Public Relations**

May 2019- July 2019

- Pursued studies in PR strategy, PR topics in Advertising and PR Techniques and Ethics
  - Analysed the economic, political and social issues of the Italian culture in an international context
  - Connected with Liquid Factory, a creative agency based in Rome, Italy, to understand their digital marketing process and client-oriented work
  - Attended Cannes Lions International Festival of Creativity
    - Participated in sessions led by influential professional of the advertising industry, engaged in discussions of the future of the industry and networked with prominent professionals
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## ACHIEVEMENTS/ACTIVITIES

**Michigan State University Dialogues on Race and Ethnicity**

January 2019–May 2019

- Served on student-led discussion focused on race and ethnicity in polarizing climates
- Developed personal communication skills and best practices to approach controversial topics

**Global Spartan Leadership Scholarship**

September 2019- May 2020

- Participated in weekly seminars developing self-awareness, emotional intelligence and effective collaborative-work skills in a cross-cultural environment
- Coordinated Habitat for Humanity volunteer trip in Monroe, North Carolina for 20 students