

Maria Rifiotis

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KEY SKILLS

Adaptability, decision making, written communication, AP- style writing, media monitoring and tracking, efficient research, Adobe Creative Cloud programs, digital marketing, social media content creation

LANGUAGES

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

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

PROFESSIONAL EXPERIENCE

Lansing Economic Area Partnership (LEAP) | Lansing, MI

Marketing & Communications Intern

February 2021- May 2021

- Researched international marketing regulations and their effects on foreign business attraction to the Lansing Area, to inform LEAP's economic development plan and communication practices
- Created 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- May 2021

- Marketed the MSU HR department tools and resources available to MSU current and former employees
- Assisted with marketing communication plans, prepare blog and newsletter articles to an audience of over 12,000 MSU employees
- Designed graphics for communication and marketing pieces using Adobe Creative Cloud software including Illustrator, Photoshop and InDesign
- Updated 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.
- 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 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