

Gretchen Christophe

New York, NY | [linkedin.com/in/gretchen-christophe/](https://www.linkedin.com/in/gretchen-christophe/) | gretchenchristophe@gmail.com | gretchenchristophe.wixsite.com

PROFESSIONAL SUMMARY

Dynamic and solutions-oriented young professional with two years of entertainment industry experience. Strong expertise in curating digital assets and developing partner relations in a fast-paced, inclusive environment. Social media savvy with an eye for trends, and adept at fostering strategic partnerships. Passions include pop culture, media, and juggling multiple creative projects on a schedule.

EDUCATION

Lafayette College, Easton, PA

Bachelor of Arts in Communications, and Government & Law

2018-2022

Cum Laude (3.65)

PROFESSIONAL EXPERIENCE

Partnerships & Experiential Marketing Intern, *SiriusXM*, New York, NY

June-August 2022

- Develops timelines, communicates deadlines to internal stakeholders, and assists with obtaining legal approval on partner assets
- Tracks progress of internal/partner assets for clients Hershey, Kellogg's, and MLB, as well as coordinates meeting schedules
- Evaluates performance of marketing programs, maintains marketing tactics, and identifies opportunities for improvements
- Strategizes content priorities across platforms in collaboration with Music and Talk Programming teams
- Researches industry market insights to grow partner base, and delivers a weekly internal digest of cultural moments in media

Influencer Relations Intern, *Anchor Media*, New York, NY

August-December 2021

- Supported development of influencer campaigns for clients Verizon Visible, Google, and YouTube Kids
- Led influencer identification and generated bio decks of campaign talent, resulting in the acquisition of over 15 new partners
- Performed Instagram and TikTok social monitoring, metrics tracking, and reporting to ensure positive audience engagement
- Researched brand collaborations with companies in similar niches to optimize strategy for partner campaigns

Brand Partnerships Coordinator, *BYGMusic*, Los Angeles, CA

June-August 2021

- Conducted preliminary artist research/outreach to broaden client portfolio, helped assemble pitches for music proposal campaigns
- Assisted in generating new partnership leads and identifying emerging trends for partnered content to increase artist awareness
- Managed artist management needs prior to meetings and events, provided administrative support with campaign implementation

Marketing and Sales Intern, *Not Your Sister's Closet Boutique*, Easton, PA

August 2020-March 2021

- Coordinated marketing campaign logistics and crafted all digital content to drive engagement on all social media channels
- Directed creative strategy of photoshoots and utilized e-commerce app Shopify to publish subscription-based newsletters
- Drove consistent traffic to the store website through 25% increased Instagram following and tracked competitor market insights

Public Relations and Marketing Intern, *Novità Communications*, New York, NY

May-August 2019

- Maintained editorial calendars, tracked creative briefs, personalized product pitching, and utilized Cision to build media lists
- Compiled press clips, drafted press releases, assisted with trade shows, and wrote copy on interior design industry events

LEADERSHIP EXPERIENCE

Editor-in-Chief (2021-22), Media Director (2020-21), *Lafayette Fashion Society*, Lafayette College

May 2020-2022

- Launched "LFS: The Blog," a student-led lifestyle publication dedicated to fashion, pop culture, and current events
- Organized weekly programming events including alumni Q&A panels, edited, and executed themed content for seasonal issues
- Identified brand-aligned partnerships with campus organizations and local Easton businesses to increase student body engagement

VP of Recruitment (2020-21), VP of Marketing (2019-20), *Alpha Phi Sorority*, Lafayette College

Nov 2019-Nov 2021

- Executed the recruitment strategy, programming, and training of an 81-member organization, resulting in a 20% returns increase
- Managed a \$7000 budget, coordinated 4-day event flow for 100+ recruitment participants, spearheaded new Instagram initiatives
- Developed and implemented an engaging marketing plan to target potential chapter members through overseeing merchandise, and video, facilitating alumni/parent relations, and monitoring social media operations, served as the primary contact for vendors

SKILLS & CERTIFICATIONS

Technology: Microsoft Office, Canva, Mailchimp, Meltwater, Salesforce, Winmo, Adobe, WordPress, Google Suite, Shopify

Project Management: Monday.com, Workfront, Jagger, Jira

Creative: Social Media Marketing, Digital Marketing, Online Journalism, Video Production, Event Planning, Graphic Design

Certifications: Google Analytics, HubSpot Email Marketing, Hootsuite, Tableau