



# CALISTA HILL

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## GOALS

Innovative and results-driven aspiring agency professional with proven social media and market research capabilities seeking to capitalize on a unique blend of work experience and psychology course work. I would like to contribute to the success of a marketing and advertising team and I am eager to learn and embrace client challenges and opportunities.

## ACTIVITIES

### UDress Magazine Writer

- Researched and authored articles aligned with the edition themes and trends in the fashion industry.

### Mentor Collective

- Mentored two students in the psychology program for the duration of their freshman year. Offered guidance, advice, and connections to resources.

### Phi Sigma Sigma Sorority Member

- Chapter UDance Chair from 2022-23. Leadership of weekly meetings, conceptualizing fundraiser tactics, and briefing Chapter members.

## EDUCATION

### B.A., PSYCHOLOGY

University of Delaware | May 2024

Dean's List Fall '20 - Spring '24

Abroad: Melbourne, AUS - Winter '23  
Journalism program

### Certificate:

HORN Entrepreneurship Program  
Design and Creative Making

## WORK EXPERIENCE

### Marketing and Social Media Coordinator - Sept. '23 - present Kate Ryan Inc. | New York, NY

A leading boutique artist management agency and full-service production company, representing multi-talented and award-winning creative artists in the fashion, beauty, and lifestyle spaces.

- Marketing team member generating ~15-20 engagements per month and ~\$360-500K yearly revenue
- Owner of configuration and content for [Website](#), [TikTok](#), [Pinterest](#), and [Instagram](#) properties
- Creation of agency digital newsletters, promotional pitch materials, and artist portfolio digital assets for client appeal
- Maintain artist pipelines and researching/populating CRM contacts
- Conduct in-depth market research for clients and prospective clients
- Assisting with the analysis of social media statistics and Google Analytics

### Summer Scholar Researcher - Fashion & Psychology - June '23 - Aug. '23 University of Delaware | Newark, DE

The UDEL Summer Scholars Program enables motivated undergraduates to conduct in-depth research with university faculty. Student-developed research proposals are judged with select student receiving \$4,000 funding.

- Selected as a Summer Scholar through the Undergraduate Research Program that evaluated 2,000 proposals and accepted 300.
- Proposed and conducted independent research on the influence of social media on fashion trends and trend forecasting
- Produced a comprehensive research article and delivered an articulate oral presentation on findings
- Proficient in using Qualtrics for data collection and analysis

### Social Media Marketing Intern - Nov. '22 - May '23 Isotope the App | New York, NY

Isotope is a start-up stage dating application that conceptualized the enhancing of profile personality types by enabling social media sharing features.

- Managed all social media accounts (Instagram, TikTok, Twitter, Spotify)
- Spearheaded Influencer seeding efforts, identifying individuals aligning with the target audience for potential brand promotion
- Achieved a 10% growth in followers and engagement in first month

## ADDRESS

### Video Killed the Radio Star