

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

SKILLS

Content Creation

- Microsoft Suite
- Adobe Creative Suite
- Canva

Research and Analysis

- Google Analytics
- Qualtrics
- Nimble

Social Media & Web

- Instagram, TikTok, Pinterest, Facebook, Linkedin, Snapchat, YouTube
- Lookbooks
- · Wix, Squarespace, Google Sites

Research Assistant - Feb. '21 - June '21

University of Delaware | Newark, DE

- Collaboratively coded marital interaction videos, involving meticulous categorization of behaviors into existing behavioral codes
- Engaged in discussions to review and reevaluate dissenting answers, occasionally leading to recoding behaviors
- Exhibited exceptional time management skills by balancing a workload of over 10 hours per week on top of a full-time course load
- Showcased incredible attention to detail and attentiveness, with behaviors observed and identified every five seconds in a twenty-minute video

Sales Associate - Aug. '21 - Feb. '24

The Ski Bum | Newark, DE

- Recommended products and made sure customers' specific needs were being met
- Created and reimagined displays to promote new products and emphasize seasonal aesthetics
- Assisted in buying- collaborated with boss to bring in a younger, up to date perspective on trends
- Reorganized storage room to increase shelf space by 15%, improving efficiency of lease appointments due to faster location of products.

SAMPLE WORK PRODUCT (LINKED)







KATE RYAN Easy Peasy Treatment

ISOTOPE THE APP Featured Post

KATE RYAN **Activewear Blast**



UDRESS Dune: A Look at "Mod-ieval" Fashion

The Impact of Social Media on **Fashion Trends** and Trend **Forecasting**

→ By: Calista Hill











UDRESS Video Killed the Radio Star