Shira Geula

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EDUCATION AND HONORS

Binghamton University, State University of New York, School of Management **Binghamton, NY**
Bachelor of Science in Business Administration, Concentrations in Marketing and Finance *Expected May 2023*
Cumulative GPA: 3.70/4.00 | Dean's List: Fall 2020, Fall 2021

PROFESSIONAL EXPERIENCE

Vistar Media **New York, NY**
Account Management Intern *June 2022 - Present*

- Support and assist supply partnerships team on client deliverables including monthly and weekly reports as well as client billing to learn and understand revenue optimization in the programmatic digital out-of-home advertising space
- Work cross-functionally with internal teams on client needs to ensure that there are healthy network diagnostics, improving sales, and effective pricing strategy being maintained by improving the steps of the advertisement making it onto a digital screen venue
- Collect media owner feedback on advertisement restrictions and research industry trends to identify potential collaborative marketing and public relations opportunities for the client

Buttercooky Bakery **Manhasset, NY**
Counter Sales *May 2021 - Present*

- Able to stand for extended periods of time while frequently reaching, lifting, and maneuvering different pastries while maintaining the power to carry, balance, and stack large trays of pastries
- Take custom orders for cakes and other various baked goods in-store or over the phone and organize the order forms on which they were taken and make sure that every order is entered into the system on time and in a satisfactory manner
- Develop great customer service skills in a fast-paced setting by demonstrating skills in POS operations, customer service problem-solving, and relationship building by communicating effectively with customers from diverse backgrounds

The Cinestory Foundation **Remote**
Summer Intern *June 2020 – August 2020*

- Build a retreat for people interested in the media business through extensive planning such as the construction of each panel, the time frame, and the marketing plan of the event while navigating an online platform due to the ongoing coronavirus pandemic
- Part of the brainstorming and production team for the social media marketing campaign to promote the Discover Hollywood retreat and create awareness about the event by implementing demographic-specific strategy
- Reach potential participants by compiling a list of previous connections, university clubs, and entertainment and media groups through cold emailing to kickstart outreach and construct an idea of the number of prospects that will attend the retreat

LEADERSHIP EXPERIENCE

Student Association at Binghamton University **Binghamton, NY**
Director of Marketing and Promotions *June 2022 – Present*

- Direct a team of five by creating contracts and legacy notes, setting deadlines and bi-weekly meeting times, and developing an annual marketing plan to ensure strong staff performance
- Compose a bi-weekly newsletter that consist of student government activities, campus-wide events, and advocacy campaigns to increase awareness and strengthen communication between the Student Association and the student body of 14,000+ people

Student Association Programming Board at Binghamton University **Binghamton, NY**
Concerts Chair *June 2022 - Present*

- Lead team of a vice chair and over 20 volunteers to guarantee seamless operations when planning and executing campus-wide concerts that have over 5,000 attendees, consisting of undergraduate students, faculty, staff, and the public
- Administer budget of $200,000 across booking top 100 artists, production teams and agency fees, among others, to streamline production of highly anticipated on-campus concerts

Vice Concerts Chair *June 2021- May 2022*

- Assist concert chair with leading a group of over 20 volunteers to seamlessly operate and execute campus-wide concerts that have over 3,500 attendees such as faculty, staff, and undergraduate and graduate students
- Work in collaboration with other executive board members to help carry out their own events such as comedy shows, insights, Binghamton underground music, as well as festivals

ADDITIONAL INFORMATION

Technical Skills: Proficient in Microsoft Office, Proficient in G-Suite, Facebook, Twitter, Instagram
Certifications: Google Analytics, Inbound Marketing, Content Marketing, Google Ads display
Languages: Basic conversational Spanish, fluent conversational Hebrew
Activities: BUSAP Club, BEAM Club, SA Programming Board, Alpha Epsilon Phi Philanthropy
Interests: Fitness, Traveling, Reading, Cooking, Hiking, Stock Market