HOLLY AREND

PUBLICIST/CONTENT CURATOR

CREATING FOR FANS AND ARTISTS
EVERYWHERE, ENTERTAINMENT FOCUSED

Skills

- Video Blogging
- Public Relations
- Online Content
- Communication
- Artist Development
- Professional Manner
- Campaigns
- Crisis Communication
- Account Management

Education

Graduate-
MS in Public Relations and Communications from the Newhouse School of Communications, Syracuse University (expected December 2023) GPA: 3.8

Undergraduate-
BA in Behavioral and Cognitive Psychology from the University of Maine 2022
Based on work at the University of Maine, Orono, ME, Department of Psychology & Neuroscience, from September 2019-Present (3.5 GPA), and on work at the University of Oregon, Eugene, OR, Department of Biology, from 2018-2019

Get in touch

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LinkedIn: www.linkedin.com/in/holly-arend-1473b6178
Website :
https://hollymarend8.wixsite.com/portfolio

Experience

JOURNALIST
Hazze Media- 20122- Present

- Concert photographer, reviewer, and journalist
- Worked with : Jxdn, Wargasm, Samantha Blaire, Zoe Mevorah

ASSISTANT ACCOUNT MANAGER
POWER MOVE MARKETING - 2022 - PRESENT

- Developing digital content to grow clients' online presence
- Strategizing and conducting media research
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Skills: Influencer Marketing · Tiktok Marketing · Pitching

MARKETING INTERN
POWER MOVE MARKETING - 2022- 2022

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Skills: Influencer Marketing · Tiktok Marketing · Pitching

INTERN (CHICKS)
BARSTOOL SPORTS - 2021 - 2022

I worked with a team consisting of two other UMAINE students to manage all of the UMAINE Chicks social media platforms. We are all responsible for uploading relevant and engaging content to the brands Instagram, Twitter, and Tiktok regularly, as well as marketing Barstool merchandise in order to promote the brand throughout campus and beyond. However, I primarily handled the instagram account that has 8K+ followers